

The Importance of Innovation in Entrepreneurship

According to McKinsey, 84% of executives say that their future success is dependent on innovation. Although innovation may sound like a buzzword for some, there are many reasons why companies put a lot of emphasis on it.

In addition to the fact that innovation allows organizations to stay relevant in the competitive market, it also plays an important role in economic growth. The ability to resolve critical problems depends on new innovations and especially developing countries need it more than ever.

I've decided to take a closer look at the reasons that make innovation important for an individual organization .

What is innovation and why do we need it?

Based on the Cambridge dictionary, innovation by definition is a new idea or method that is being tried for the first time; the introduction of something new. Without innovation, there isn't anything new, and without anything new, there will be no progress. If an organization isn't making any progress, it simply cannot stay relevant in the competitive market.

The economy is composed of enterprises and businesses. Our economy has survived because the industry leaders had been able to adapt to the changing times and aimed at meeting the communities' needs mostly. Any small business is integral to the economy. Without it, our economy would not survive. But a business must also sustain itself, be able to constantly evolve to fulfill the demands of the community and the people. In every business, it is imperative to be industrious, innovative and resourceful.

Entrepreneurship produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs are innovators of the economy. It is not just the scientist who invents and comes up with the solutions.

The importance of innovation in entrepreneurship is shown by coming up with a new way to produce a product or a solution. A service industry can expand with another type of service to fulfill the ever changing needs of their clients. Producers can come up with another product made of raw materials and by-products.

The importance of innovation in entrepreneurship is another key value for the longevity of a business. A need appeared a trigger for entrepreneurs and businesses. They saw the need within the community and among themselves that they have come up with a solution. They seize the opportunity to innovate to make the lives more comfortable. And these solutions kept evolving to makethembetter, easier and more useful. Entrepreneurs must keep themselves abreast with the current trends and demands. Manufacturers are constantly innovating to produce more without sacrificing the quality.

Companies and enterprises keep innovation as part of their organization. Innovations contribute to the success of the company. Entrepreneurs, as innovators, see not just one solution to a need. They keep coming up with ideas and do not settle until they come up with multiple solutions. Innovation is extremely important so that companies often see their employees' creativity as a solution. They come up with seminars and trainings to keep their employees stimulated to create something useful for others and in turn, financial gain for the company.

- To give reasoning for the statement, we will give arguments. Many companies with a global name can be an example of innovative activity. One of these companies is Adidas, which is famous for having a huge range of high-quality sportswear all over the world. But despite this, it continues to innovate in production and improve product quality. These innovations include the introduction of fitness bracelets to the market, which are very popular because it makes sports more convenient and productive. Another example is the innovative activity of Google. Creating virtual assistants on the network not only attracts a larger number of users, but also makes using the Internet more comfortable and easier. The introduction of Google technologies has not stopped for a long time, which indicates that innovation creates new opportunities.

- The other factor that raises the importance of innovation in entrepreneurship is competition. It stimulates any entrepreneur to come up with something much better than their competitor in a lower price, and still be cost-effective and qualitative.

Small businesses see the importance of innovation in entrepreneurship. They were able to compete with large industries and see their value in the economy. Small businesses are important as they are directly involved in the community and therefore, contribute to their financial and economic gain. These small businesses know exactly what community needs and satisfy these needs. All things start small.

Thus, we can conclude that innovation is an indispensable tool in entrepreneurship and business.

In addition, Innovation is important not just in entrepreneurship. As individuals, we are innovators by adapting well to our needs and creating our own solutions. Entrepreneurs are the same. The innovation in entrepreneurship helped the country

by changing with the times and producing new products and services from ones that already exist. And, being innovative has helped us become successful in all our endeavors.