

The Role of Strategic Innovation and Open Innovation on the Performance of Companies Operating in the Zone Special Economic Bushehr

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Abstract

This study manufacturing and service companies as one of the most important types of firms the activity is studied and the role of strategic innovation and open innovation on the performance of firms operating in the zone special economic bushehr. To collect information from questionnaire open innovation Rangus (2014), strategic innovation of jafari (2013) and has been the company's performance as developed . The population of the study consisted of 30 manufacturing and Service Company operating in the zone special economic bushehr. The sampling in this research possible and random . Morgan table was used to determine the sample size. this means that the community had 440 active employees at the zone special economic bushehr. 205 of which 202 samples were collected. And for data analysis used path analysis and was used of test Tvalue. The results showed that strategic innovation and open innovation have a significant impact on corporate performance. Among the strategic innovation and open innovation dimensions, three dimensions of value innovation , innovation market market entry and sharing of knowledge and new technologies on the

performance of companies operating in the zone special economic bushehr had appositve and significant effect.

Introduction

Innovation The process of getting ideas through customers is satisfactory. Also, turning knowledge into new products and services is also an innovation. One of the results of innovation is value creation and productivity, and thus the growth of commerce. Strategic innovation is the concept of existing industry competition in a completely different way that redefines and upgrades customer values. Contrary to traditional innovation, this different method of competition does not just include product innovation. Such innovation may be related to the concept of product, production or marketing of related products and products (Speed Ashtiani, 2008: 143). Innovators can improve the outcomes of the company and assume that companies, in addition to internal organization ideas, also benefit from ideas outside the organization, and the boundaries between companies and environments Its permeability is permeable (Atuahene-Gima, 2005). It also encourages the effective use of less-used resources and thus improves performance (Chesbrough, 2006). The confrontation with the tidal wave of global-social, technological, and economic change is one of the reasons that, in a rapidly changing, progressive and globalized economy, can not be solved only through a kind of innovation, for example, technological innovation, Here, we need some kind of innovation that, by employing appropriate forms of innovation, will help organizations or business firms adapt themselves to the changing business environment as quickly as possible (Hejazi & Diasalar, 2011). The power of innovation is the most important determinant of performance. Companies with high capacity of innovation can achieve high performance by adapting the environment and developing new capabilities (Motaifi et al., 2010: 61). Production and service companies play an important role in the development of a community. Improvement in the quality and innovation of production will stimulate the growth of these companies (Sanchez, 1995). An organization that does not have creativity and innovation can not survive and disappear over time. Hence, organizations are continuously looking for ways to strengthen creativity and innovation and remove barriers in the organization. In many industries, companies are under pressure to improve their innovation abilities (Mirfakhredini et al., 2015). For manufacturing and service organizations, there is nothing but more efficient and attractive to customers, because if manufacturing

organizations or services have the necessary effectiveness in attracting customers, in addition to increasing customer satisfaction (people), they reduce costs. Organizational and, in fact, increasing organizational efficiency. Given the widespread and diverse needs of people in the service sector, innovation in such organizations is urgent and necessary. Innovations in companies leave the repetition cycle and drown in the daily routine (Tide & Bustent, 2012:7). Strategic innovation and open innovation approaches can create a change in the performance of companies and address the weaknesses and bottlenecks of traditional approaches. The combination of these two variables is associated with the underlying function of companies that use firms to achieve high performance and compete with competitors and survive innovation, to look at innovation as an indispensable strategy, along with the changing environmental changes Organizations that are influential in identifying innovations and responding to these changes are the most appropriate. In the present research, we seek to answer the question that strategic innovation and open innovation have an impact on the performance of companies active in the special economic zone of Bushehr.

Case study

This study manufacturing and service companies as one of the most important types of firms the activity is studied and the role of strategic innovation and open innovation on the performance of firms operating in the zone special economic bushehr.

Materials and Methods

The present paper is based on the purpose of the application. The research method is descriptive correlational and data gathering method is a survey method. The purpose of the research is to investigate the role of strategic innovation and open innovation on the performance of companies using the Balanced Scorecard method. The statistical population of the study consists of managers and experts of 30 manufacturing companies and services in the special economic zone of Bushehr. The total number of these people is 440 people. Sampling in this research is a simple random probability that is selected among the employees of the companies active in the special economic zone of Bushehr. Morgan table is used to determine the sample size. So, for the 440 community of employees of the company active in the special economic zone of Bushehr, referring to the Morgan table, the sample number is 205 people.

Discussion and Results

The dramatic increase in global competition, along with a change in knowledge-based economy, creates a renewed emphasis on innovation. Rapid changes in the competitive environment create a new world of competition. This new economy is driven faster by other innovators by those who are innovative (creative, creating knowledge, or transforming it into new products and services). Innovation is at the head of everything supported by entrepreneurial action and aims to create value through the use of knowledge. Therefore, the superior value for the customer is transferred through innovation in organizations. Therefore, attention to innovative and strategic improvement of the performance of the companies.

Conclusion

Innovating market entry makes strategic innovators distract from the previous approach they serve their customers. For example, the advent of the Internet created a lot of opportunities for customers who used non-traditional methods. Therefore, market entry innovation is not limited to the use of new technologies for market access, but could include any new approach to marketing a company's products or services that are different from those of other competitors. Future researchers can examine the relationship between types of innovation with sustainable competitive advantage, different dimensions of business performance, or enterprise entrepreneurship in organizations or companies.

Key Words: Open innovation, strategic innovation, corporate performance, Bushehr