

The study of effective factors on business innovation in Goldiran Service Company

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Abstract: One of the most important factors to achieve organization targets is, innovation and one of effective factors in achieve to these targets is service improvement. Nowadays, according to limited physical assets, service innovation is not only the uses of this kind of assets but organizations generally look for a substitute for this and one of the bests is business innovation. Statistical Society includes all Goldiran service company staff (200 person) that is named "staff" in this study and according to Cochran formula 132 of them are chosen as Statistical sample. Research method in this study is correlation and Descriptive and data collecting method is field-library and for data analysis we used Liserl 8.7 software. this research results confirmed a significant effect of business innovation effective factors on service improvement in Goldiran Service Company.

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Introduction

Innovation plays a significant role in the innovative area of these days and a mandatory for organizations, and most organizations are trying to create new ideas to take benefits of the knowledge, to present customers and Beneficiaries, new products and services and in this way make the essential Infrastructures for innovation. Innovation importance increase is because of markets globalization and the pressure of competition to companies, in order to seek innovation. This fact makes them seek innovation as a necessity, increasingly (Lerzan, Bruce Cooil and colleagues, 2008). Lindberg, Brian and Monaldo (2008) believe science revolutions of countries, makes new imbalance and subsequently makes profitable opportunities or "gaps". The change rate is somehow, because of outward improvements in technology, high changes in nature of customer demands and increasing global competition, is increasing. D'Aveni classifies this situation in its final form as "Ultra Competition" and by our motion to a knowledge-based society, increasing number of industries and companies tend to confront this ultra-Competition situation (Anderson, Eugene, Fornell, and Mazvancheryl, 2009). hence, increasing and endless stream of science, which keeps market in permanent movement, requires companies to focus on innovation in order to make and keep competitive advantages (Aksoy, Lerzan, Cooil, Groening, Keiningham, and Yalçin, 2008). In OECD article (2005) innovation is defined as "Implementation of a new product (service or product) or completely enhanced or process of new marketing

method or new organizational method in commercial activities, organizing work or Foreign Relations" (Bitner, Jo, Ostrom, and Morgan, 2008). A minimum requirement for an innovative product or process is: completely new or enhanced organizational methods of marketing which belongs to the company. This means, even if a process is well developed and runs in other companies, could be called INNOVATION, in the new company. According to carry out researches in this case we can say strategic innovation creation process properties are:

-creativity

Innovation in strategy needs a creative process not an analysis one. This needs to listen to customers as well to create a new way to design new kinds of the product and use our imagination for new strategies in market (Black, Jane, 2003; Barney, Jay, 1991). This is a process that has drawn to the order by strategic planning process but is creatively used. Special cases used for innovation in strategy are: insights which include new understanding of the value. This insight can be gained through listening to the customer and observing their behavior, acts, emotions and their demands and wishes, and also by listening to the experts and industry scholars that express their understanding from current and future dynamics (Boston Consulting Group, 2007). Insights quality is a mandatory for innovation in strategy which is not provided by statistics. people with high imagination can participate in strategy innovation process (since anybody has a degree of innovation) but they have to examine their quality tools and mental patterns before the entrance to

innovation process in strategy. Nevertheless innovation in strategy is not an analytical process but a creative one.

-Market oriented

Effective innovative strategy needs new business opportunities to become an important customer-company oriented value to be a helpful concept. After all the turning point has to be customer or market demands not company demands (Chakravarthy, Balaji, 1986).

-Initiative methods

Innovation process in strategy, in most companies, is not as predictable and linear as strategic planning. Corrective planning's and updated numbers have a kind of predictability, so that help you schedule strategic planning for future months. Innovation in strategy is an initiative process that depends on the quality of provided insights through the path. Innovation in strategy, sometimes, happens quickly and sometimes needs lots of repetitions before the innovation formation. Repetitive nature of innovation process in strategy, means the quality of output could be reduced by requirements like imposed deadlines. It means, sometimes people have to stop the research before gaining required insights just because of end of imposed deadlines. Therefore, a flexible scheduling for initiative nature of innovation process could be more suitable (Greene, William, 2003).

Relation of opportunity and innovative strategy

If we can consider opportunities with three viewpoints: allocation, discovery, creation, Entrepreneur's role in innovative strategy is to make opportunities by a creative destruction (Hauser, John, Tellis, and Griffin, 2006).

Relation of organization life stages and innovative strategy

If we consider organization having a two phase of growth, we can say there is a kind of natural and formative growth route in the first phase of maturity in organizations that according to entrepreneurs' out of control changes, thus persuades organizations to create big changes in basic foundation and varies with growth in the first organizational phase. Second phase of organizations maturity is dummy and knowledge-based process and utilization of advanced technologies and beyond this, utilization of new entrepreneurs' capabilities. This phase is called "Institutional Growth phase" (Herold, David, Jayaraman, and Narayanaswamy 2006). In this phase entrepreneur role and innovative strategies will be highlighted. These articles have to be considered:

-organizations' preparation for all changes in structures which include size and human resource quality, business policies, software and brain game Facilities and finally the organization financial field.

--preparation of managers, organization owners or founder Entrepreneurs organizations in fulfilling capabilities area and special skills that includes macro-attitude in business policy determination, get teamed up and leading professional groups, decision makings according to network process, power acquirement and determination of executive order.

--utilization of innovation from sectional and Interrupted status to continuous structure and accelerate it to vital areas like marketing, venture capital absorption, produce and design process of products and services.

-Enjoyment of innovation based strategy which competitiveness is used in, being an opportunity not a challenge (Kalaiganam, Kartik, Shankar, and Varadarajan, 2007). Thus, Entrepreneur role as a guide is obviously considered in this study. This research was done in Goldiran service company and seeking the answer of these questions:

- 1- Is identifying services value in sale in the view of staff leads to business innovation in Goldiran Service Company?
- 2- What solutions are proposed to staff for improving and developing business innovation in Goldiran Service company?

Research methods

The study has a practical target and the goal is identifying effective factors on business innovation in Goldiran Service Company and has a solidarity method. The place territory is Goldiran Service Company. Statistical Society is all the staff of the company and are named briefly "staff" and they are 200 people. According to the total numbers 132 person are chosen by variables like sex, age, and experience as the sample size. Descriptive and inferential methods will be used for data analysis. Descriptive Statistics is used for analyzing demographic variables and we used Lisrel 8.7 software for measuring effective factors on business innovation. T & χ^2 Test and rout analysis will be used and for Prioritization the average attitude and Orientations Tukey post hoc test will be used and Cronbach's Coefficient Alpha was applied for the questionnaire credit test.

Results

The analysis of the First question of the study (table 1) showed that in "service and sale package and the delivery" 67.42 percent of respondents (89 person) believed it increases innovation in the company and also viewpoint of the 78.03 percent (103 person) training and service value

introduction to the staff results in innovation increase. In the viewpoint of 69.69 percent (92person) trainings and service value introduction to the customers arouses innovation increase. 80.3 percent (106person) believed coordination and transaction between sale group and service group also leads to innovation in the company.71.97 percent (95 people) believed periodic meeting of managers and staff of both groups (sale & service) has the same result.

Table1- Abundance of service value in sale forming question

		disagree	no idea	Semi agree	agree	Totally Agreed	Total
Does a package of service in sale and customer delivery lead to innovation increase in Goldiran company?	No.	5	23	15	58	31	132
	Percent	3.79	17.42	11.36	43.94	23.48	100
Does training and service value introduction to the staff result in innovation in the company?	No.	3	10	16	48	55	132
	Percent	2.27	7.58	12.12	36.36	41.67	100
Does training and service value introduction to the customer result in innovation in the company?	No.	3	12	25	52	40	132
	Percent	2.27	9.09	18.94	39.39	30.30	100
Does transaction and coordination of service and sale staff leads to innovation?	No.	3	12	11	44	62	132
	Percent	2.27	9.09	8.33	33.33	46.97	100
Do the meetings and periodic Conferences with staff and managers of both groups of sale and service arouse innovation?	No.	5	12	20	52	43	132
	Percent	3.79	9.09	15.15	39.39	32.58	100
Total	No.	1	8	24	65	34	132
	Percent	0.76	6.06	18.18	49.24	25.76	100

In a general view 75 percent of Respondents (99person) believed the identification of service value in sale leads to business innovation increase in Goldiran Service Company. To evaluate if this increase business innovation in the company, we applied T test for the group and in comparison with the average of Likert Spectrum (NO.3).

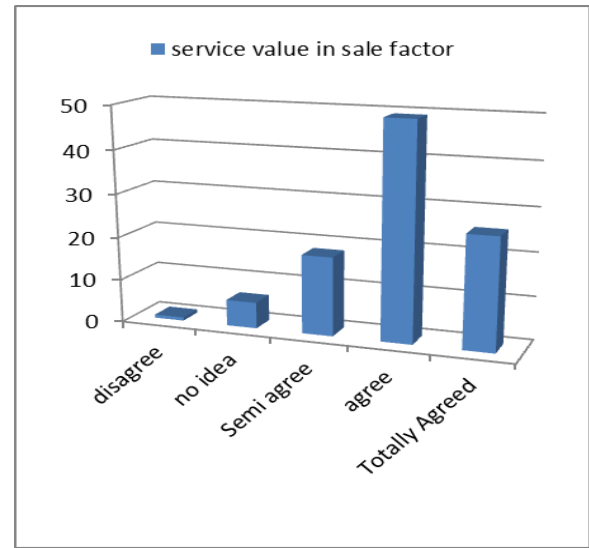


Figure 1- Service value in sale factor

Table2- average and Standard deviation of the sample

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A	132	3.9376	.78640	.06845

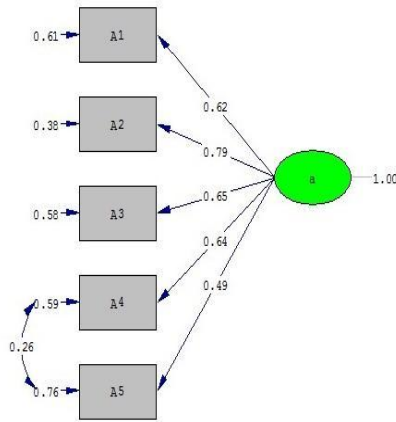
Table3- T test for the significance of research question

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A	13.698	131	.000	.9376	.8022	1.0730

The top tables result shows the average answer of is 3.94 which is significantly bigger than "3" because the level of test eloquence rate is 0.000 which rejects the zero theory based on the number 3 and average equality. Table 1 also shows service value in sale factor has internal validity.

Diagram1-first question of research rout analysis



Chi-Square=9.27, df=4, P-value=0.05474, RMSEA=0.100

Digram1 shows identifying service value in sale factor has internal validity. In second question of research analysis, according to the table4, 53.79 percent agreed that presenting a solution for innovation improvement and development in organization leads to innovation increase

Table 4- Abundance of forming questions solution presenting for business innovation development and improvement

		disagree	no idea	Semi agree	agree	Totally Agreed	Total
B6	No.	16	21	36	39	20	132
	Percent	12.12	15.91	27.27	29.55	15.15	100.00
B7	No.	7	20	33	47	25	132
	Percent	5.30	15.15	25.00	35.61	18.94	100.00
B8	No.	8	18	60	45	1	132
	Percent	6.06	13.64	45.45	34.09	0.76	100.00
B9	No.	6	10	27	50	39	132
	Percent	4.55	7.58	20.45	37.88	29.55	100.00
B10	No.	0	9	20	47	56	132
	Percent	0.00	6.82	15.15	35.61	42.42	100.00
B11	No.	2	24	30	49	27	132
	Percent	1.52	18.18	22.73	37.12	20.45	100.00
B12	No.	6	8	16	44	58	132
	Percent	4.55	6.06	12.12	33.33	43.94	100.00
B13	No.	0	12	21	43	56	132
	Percent	0.00	9.09	15.91	32.58	42.42	100.00
B14	No.	6	13	34	33	46	132
	Percent	4.55	9.85	25.76	25.00	34.85	100.00
B15	No.	7	25	37	38	25	132
	Percent	5.30	18.94	28.03	28.79	18.94	100.00
B16	No.	6	25	30	44	27	132
	Percent	4.55	18.94	22.73	33.33	20.45	100.00
B17	No.	24	33	31	29	15	132
	Percent	18.18	25.00	23.48	21.97	11.36	100.00
B18	No.	10	29	35	38	20	132
	Percent	7.58	21.97	26.52	28.79	15.15	100.00
B19	No.	1	22	15	63	31	132
	Percent	0.76	16.67	11.36	47.73	23.48	100.00
B20	No.	4	11	24	54	39	132
	Percent	3.03	8.33	18.18	40.91	29.55	100.00
Sum	No.	0	6	47	71	8	132
	Percent	0.00	4.55	35.61	53.79	6.06	100.00

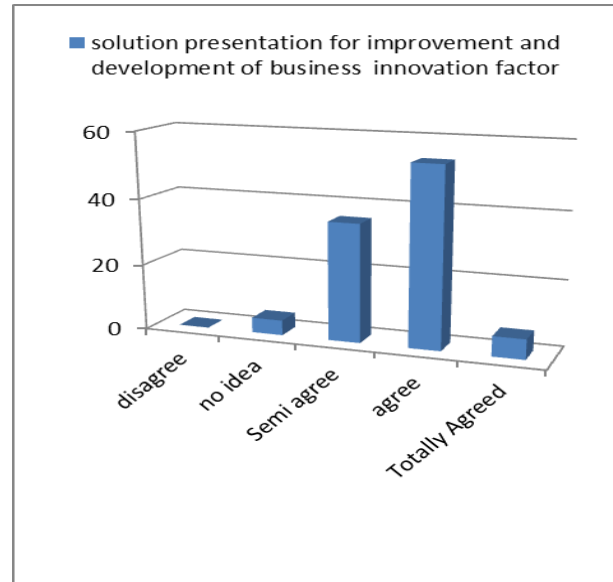


Figure 2-Solution presentation for improvement and development of business innovation factor

Table5- average and Standard deviation of the sample

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
B	132	3.6289	.63325	.05512

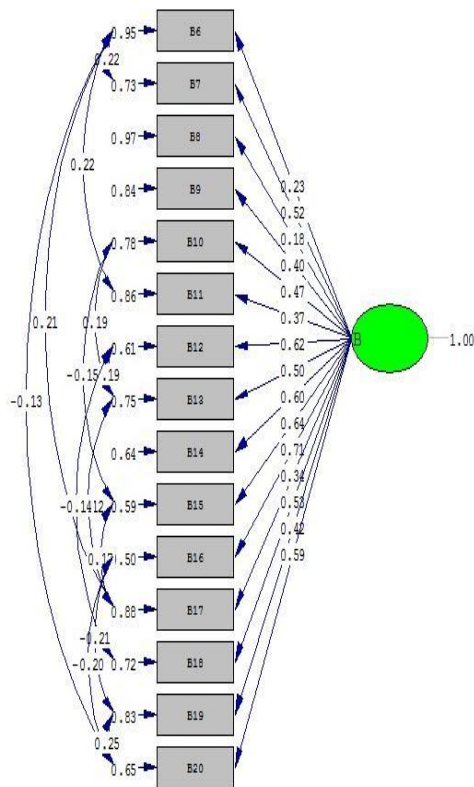
Table6- T test for the significance of research question

One-Sample Test

Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
B	11.411	131	.000	.6289	.5199	.7380

Table 4 and 6 also expresses that the average of Respondents answer was 3.63 that is significantly bigger than "3" because the level of test eloquence rate is 0.000 which rejects the zero theory based on the number3 and average equality

Digram 2 shows solution presentation factor for business innovation improvement and development has an internal validity in staff point of view.

Diagram2-The research second question route analysis

Conclusion

The study results showed that identification services values in sale and solution providing for innovation improvement and development in business can both play an effective role in advancing organization's goals. Therefore, creativity deals with constructing and finding new ideas and innovation in utilization of ideas. From a managerial point of view, creativity is not sufficient alone and thoughts needs to be seen in practice and this is well done by applying new ideas in management planning's (Lee, Ruby and Grewal, 2004). Any successful planning needs hundreds of applied ideas. The ultimate success and sometimes even the persistence of the organization, depends on programmer capability in creating and using new thoughts. Planning task includes presenting a definition of organization goals, determination of a general strategy to reach these goals and comprehensive hierarchical of the programs to integrate and coordinate the activities (Lilien, Gary and Rangaswamy, 2006; Lindberg, Brian and Monaldo, 2008). A good program has to be so much balanced to consume available resources for all tasks in a balanced way. Furthermore, short term

advantages should not be sacrificed by long terms or vice versa. The program must be as flexible as we can make any change in resource allocation (Lindberg, Brian and Monaldo, 2008). Additionally, it also has to be flexible in newly changed conditions so that even if the future events did not happen by schedule, the previous one can be used with some changes and compliance with the new position. Besides, the plan has to be prepared by staff's cooperation. Programming is not only the manager's authority because when a program is imposed to the staff they don't feel responsibility. Manager's cooperation also, leads staff to work with intimacy and effectuality to fulfill the program and this increases creativity. A program has to be simple and cathedral through the innovation and creativity emerge in the organization. Kind of simple for staff to understand its importance and simply executable for them. Kind of cathedral to include all operational aspects for providing targets. Generally, creativity and innovation power and informed and constructive ideas plays a considerable role in planning and policies (Lovelock, Christopher and Gummesson, 2004). According to the results of this study, these are recommended to decision makers and top manager of businesses in order to decrease failure factors and on the other hand increase innovation approach and improve the effectiveness of innovative activities

- A- Culture of Leadership reflection, norms and value and tangible presentation of how people work and how they communicate in organization. Providing flexible environments makes people powerful, respects staff's ideas, impose ventures, has a flexible service compensation system, celebrate the successes, respecting staff as a permanent pattern and encourages compensations, it is a prerequisite for innovation approach and is a need for succeeding in innovation activities. Besides, innovation is a group process and in this process, transaction of information and group power is significantly important. Innovation fails by inappropriate structure and policies and also service compensation and rewarding systems that reward individual efforts only. Accordingly the best is to declare innovation as a part of self-performance evaluation system. Staff will be asked how much innovative ideas they presented and how affected the work.
- B- Innovation is an essential for future survival and this needs investment. Hence, according to current conditions about business

dynamic environment, it seems essential to allocate a special credit on extending innovation research and development activities periodically. Staff is also asked to expend some time on thinking about current capabilities and innovation processes

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