

RESEARCH SOURCES ANALYSIS BASED ON DEBENHAMS STUDY CASE.

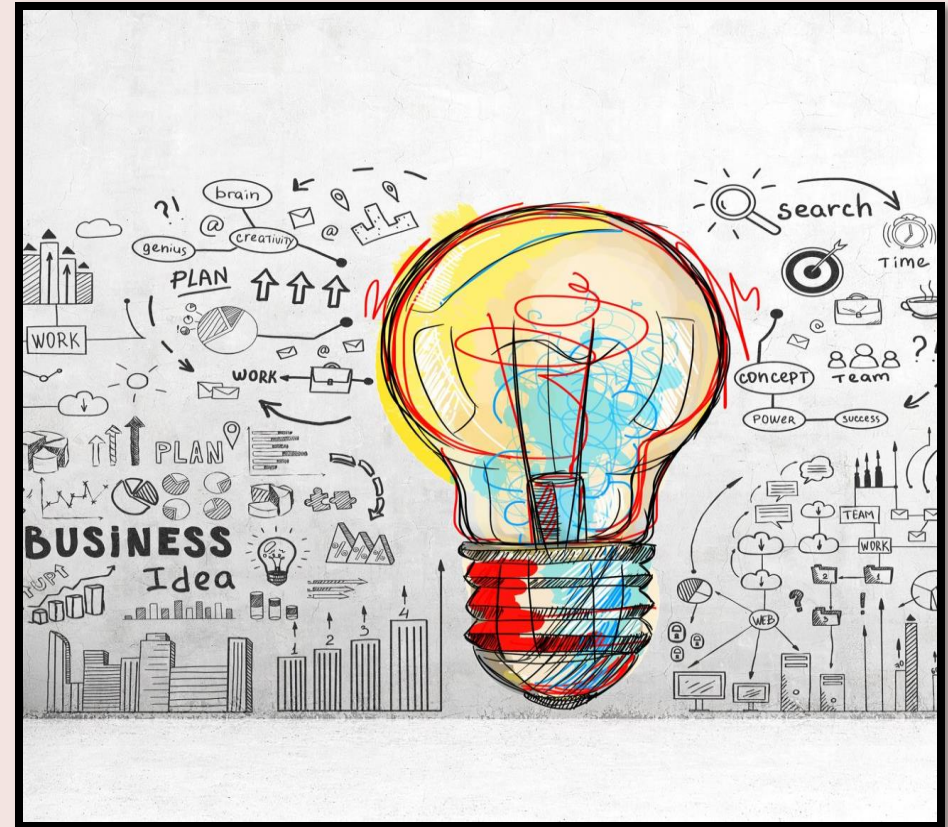
- **Programme:** BA Leadership and Management Skills for the Workplace
- **Module:** Developing Innovation and Creativity for Business Advantage
- **Module code:** BMSW6102
- **Lecturer:** Olu Adegbite
- **Assignment Title:** Task 2 – Presentation
- Student Name: Elzbieta Danuta Kander
- Student ID: 2007505



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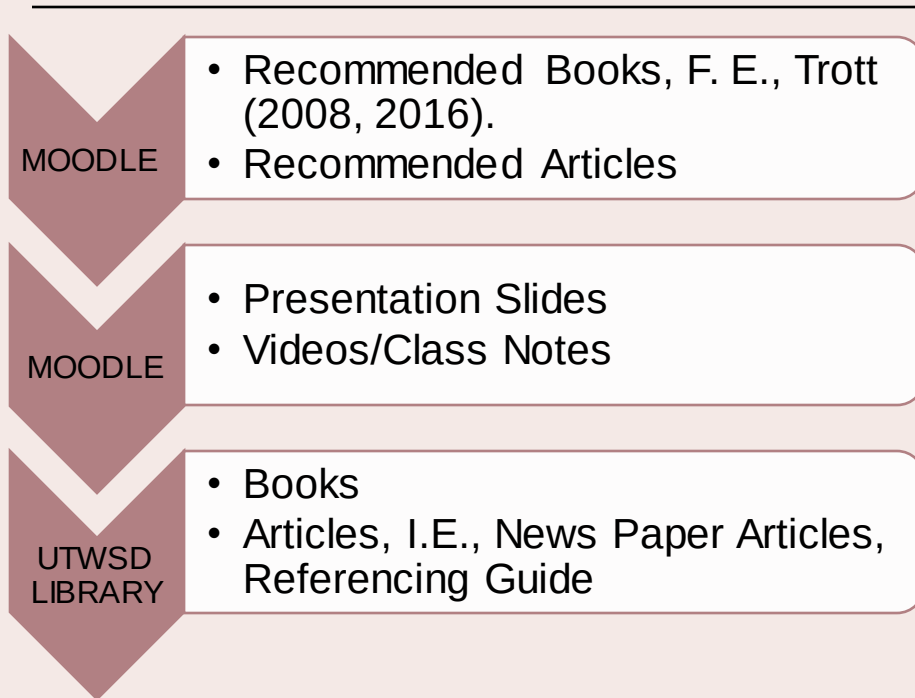
SOURCES & METHODOLOGY

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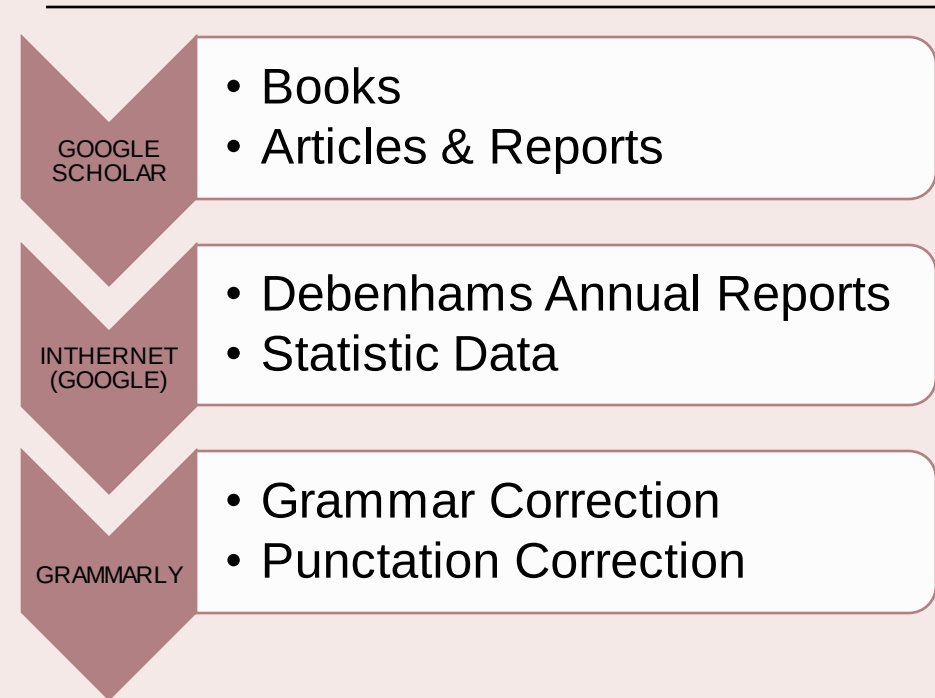


SOURCES OF RESEARCH

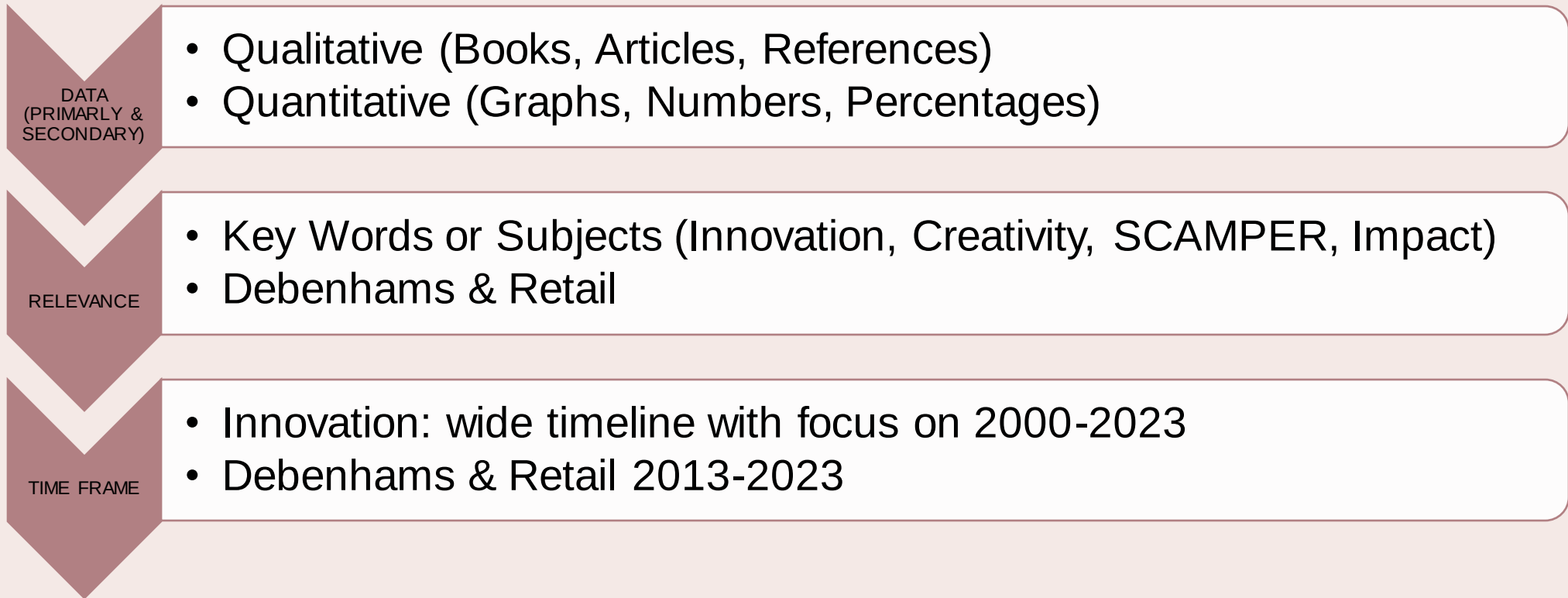
INTERNAL SOURCES



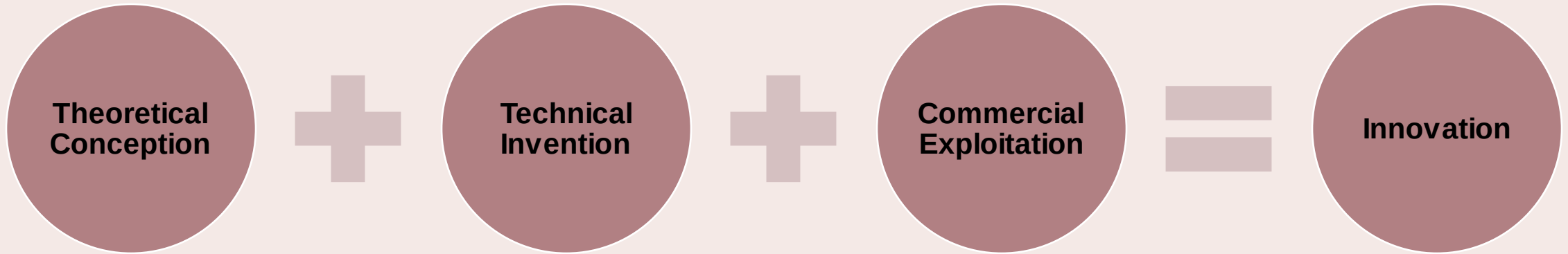
EXTERNAL SOURCES



METHODOLOGY



INNOVATION EXPLAINED BASED ON TROTT(2016)



Innovation is the art of unlocking potential and shaping it into new and exciting possibilities that inspire and transform the world we live in. (Tidd & Bessant, 2009)

CONCEPTS & THEORIES

Schumpeter
Creative
Destruction
Theory

(Carayannis et
al., 2020)

Incremental
Radical
Sustaining
Disruptive

(Trott, 2016)

Linear
Models:
Technology
Push &
Market Pull

(Trott, 2008;
2016)

Simultaneous
Coupling
Model
Interactive
Model (Trott,
2008; 2016)

The Funnel
Management
Proces Model
(Óskarsson,
2015)

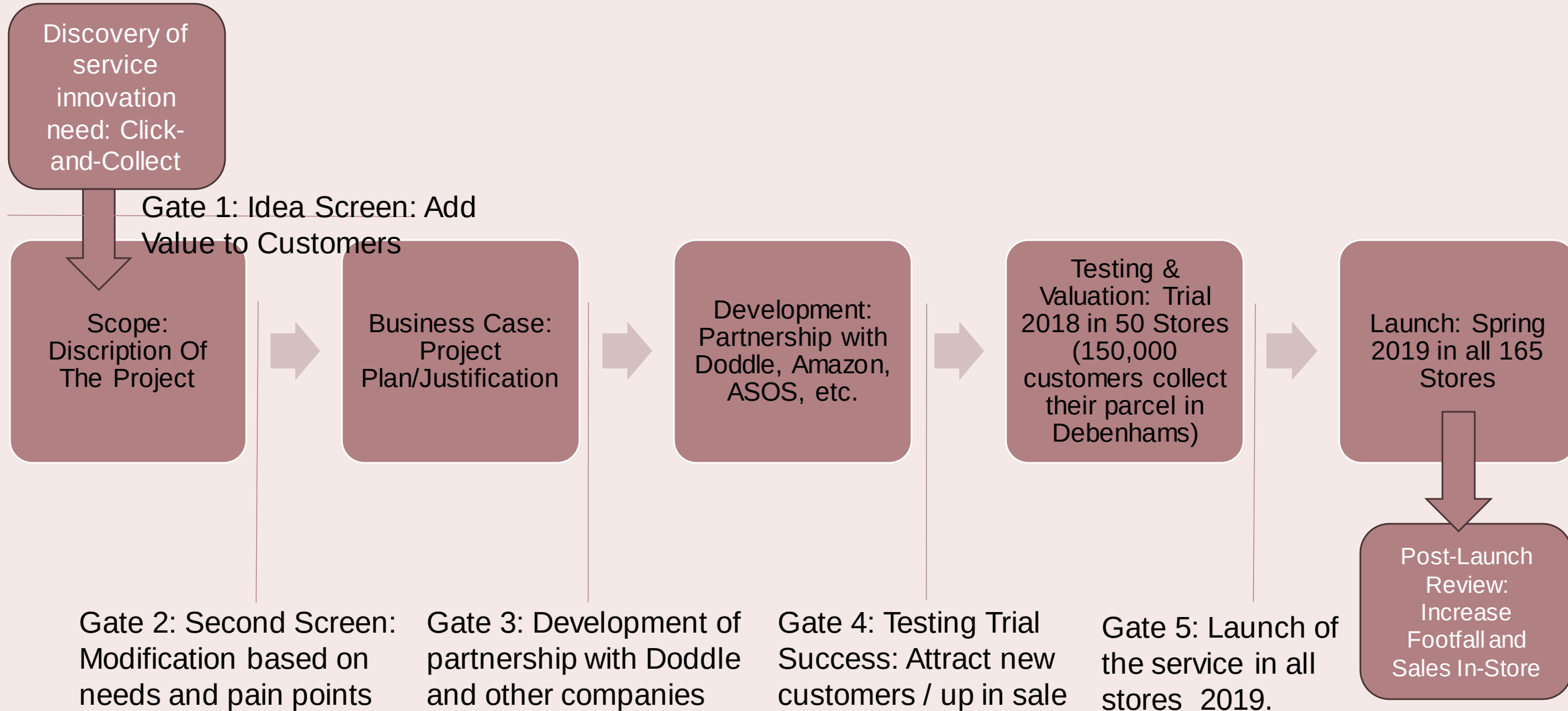
Innovation as management is
developing and executing a
strategy to turn an invention
into a game-changing
innovation that provides a
competitive edge, leading to
growth and profitability in the
market. (Tidd and Bessant, 2009;
Trott, 2016)

Porter's Value
Chain
Creation
(Sheehan and
Foss, 2017)

SCAMPER
Technique
Open
Innovation
Model
(Boonpracha,
2023)

- Drivers
- Do's &
Don't
- Barriers

STAGE-GATE MODEL BASED ON COOPER (2014)



THE SCAMPER MODEL

S	C	A	M	P	E	R
Substitute	Combine	Adapt	Modify	Put to Another Use	Eliminate	Reverse
Who?, What?	What?, How?	How? What?	How? What?	Where?, What?, How?	What?, Where?	What?, How?

SCAMPER is an acronym for seven “mini” techniques/stimuli that force the individuals to combine ideas from different domains of knowledge, explore random combinations between ideas in the same domain by asking yourself specific set of questions presented in the table above (Radziszewski, 2017).

CHALLENGES & SOLUTIONS

CHALLENGE

LIMITED DATA

- Limited relevant data available in UWTSD Library regarding Debenhams
- Difficult to conclude due to limitations

TIME FRAME

- Extensive research - time consuming
- English as a second language
- Difficult to focus due to health issues (stress & medication)

SOLUTION

LIMITED DATA

- External research (Google, Statista.com, Google Scholar)
- Conclusion based on experts' literature and retail overall

TIME FRAME

- Prioritized material with key words based on last decade
- Large articles selected based on Abstracts and Introductions
- Meditations, reading loud, shorter breaks but more often.

LEARNING OUTCOME

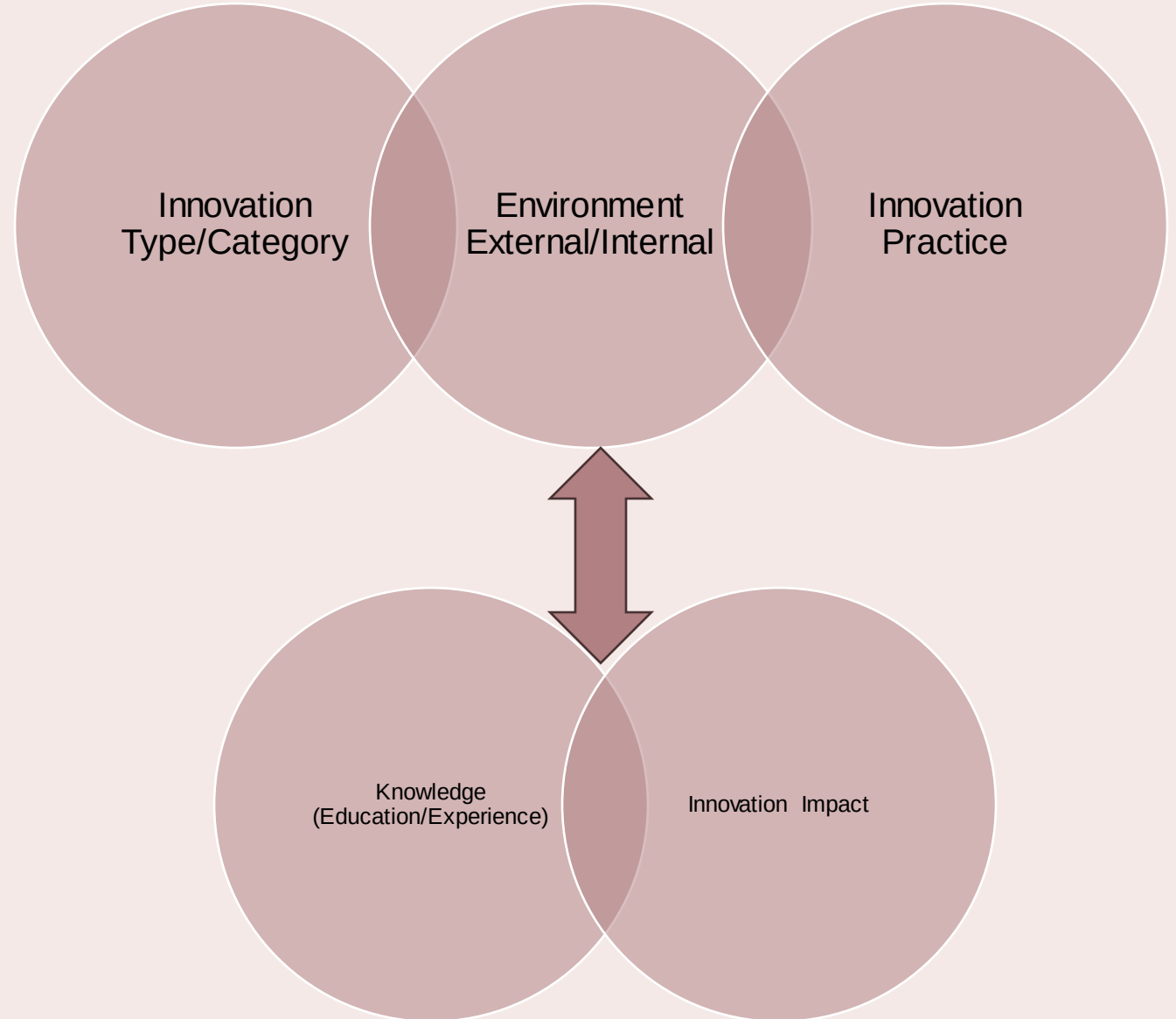
Understanding the consumers' needs is key to innovation. Challenge existing business models: just because they represent the historic norm doesn't mean that they are right.



Innovation has transformed marketing and brand theory. Sustaining and disruptive innovation replaced traditional strategies like positioning and differentiation.



Simplicity is key to success in competition. Case in point: Zara and Next, whose ability to satisfy customers with their "good enough" approach has earned them a loyal following.



Conceptual Model of Innovation Research and Practice Based on Gregor and Hevner (2014).

CONCLUSION

Innovation make business survive and thrive within evolving landscape of every industry.

Prepere for and allow a failure. Learne from mistakes. Time is money.

Think out of the box f.e., in problem-solving ideas. Evaluate and look after resources.

Do not stop – contenuous and systematc improvement is the power of successful innovation.

Understanding the importance of innovation, its theories and models, will help me to lead organizational innovation and drive strategic initiatives.

The effectiveness of innovation processes depends on organizational culture. As a future manager I will inspire a culture of creativity and continuous improvement.



THANK YOU



Any Questions ?

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