

International Innovation Management

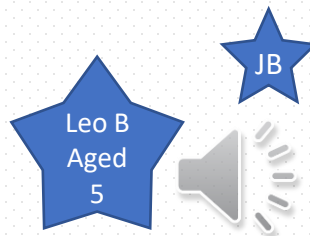
CMSW: future forward

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The Mavericks: a group presentation





- Global environmental issues
- What are businesses doing to help
- Cultural and political differences between countries
- Difficulties businesses face
- Issues businesses face when attempting to establish themselves internationally
- How these challenges may be overcome
- What this means for CMSW



Global environmental issues

What do they mean for

....people / consumers

....producers / suppliers / ma

....the World.

All of us will be affected.



Global environmental issues

- Plastic over-production
- Water shortages
- Waste management
- Chemical emissions



What
are businesses
doing
to help?



What
are businesses
doing
to help?

And from a small business perspective....

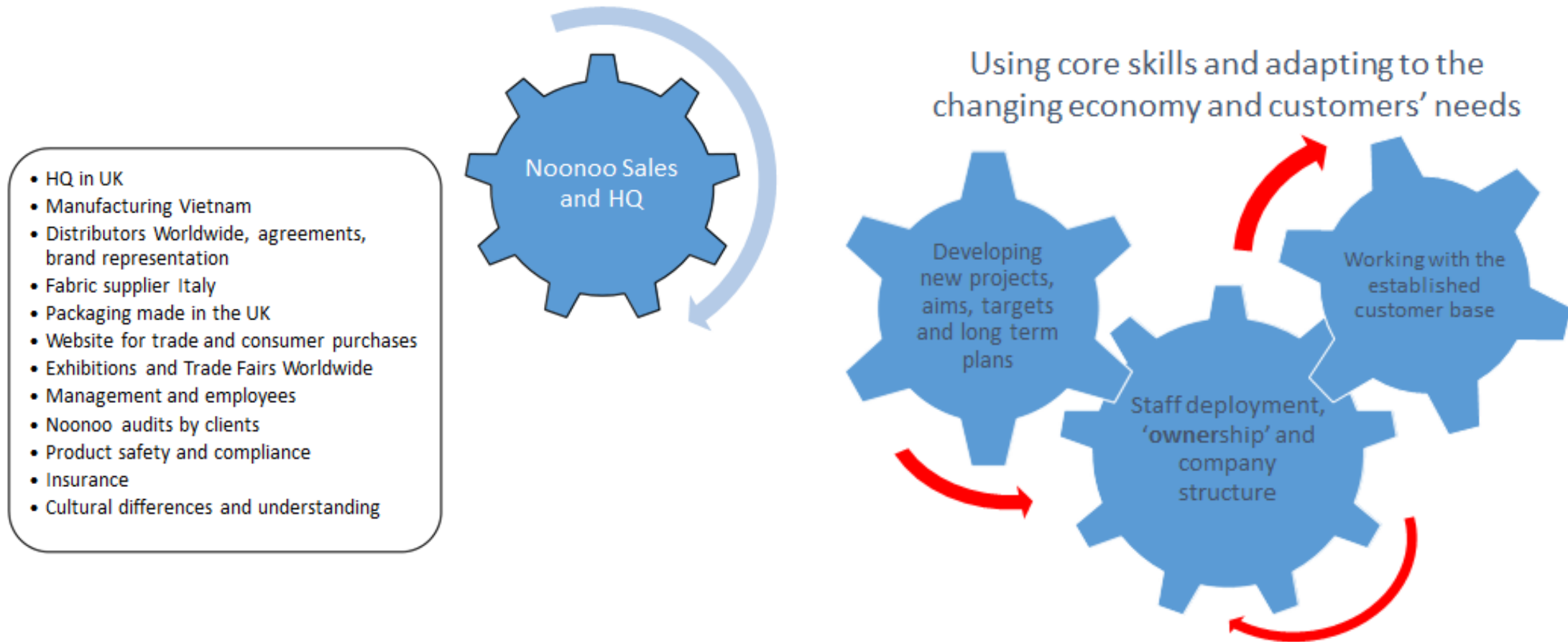


Vietnam 2004-2010



At the Company's first UK trade exhibition in 2004, there was so little awareness of the benefits of eco products. Buyers seemed unwilling to accept that there was a way of giving real quality to customers as well as the opportunity to invest in a product with clean longevity. No one it seems really 'got' the concept of organic and toxin-free textiles being used in products for children, no-one understood the positives of ethical manufacturing, of sustainable textiles or environmentally conscious, low carbon foot-print production how things have changed.

Scales of innovation are relative





greenwash

verb [I or T]

UK /ˈɡriːn.wɒʃ/ US /ˈɡriːn.wɑːʃ/

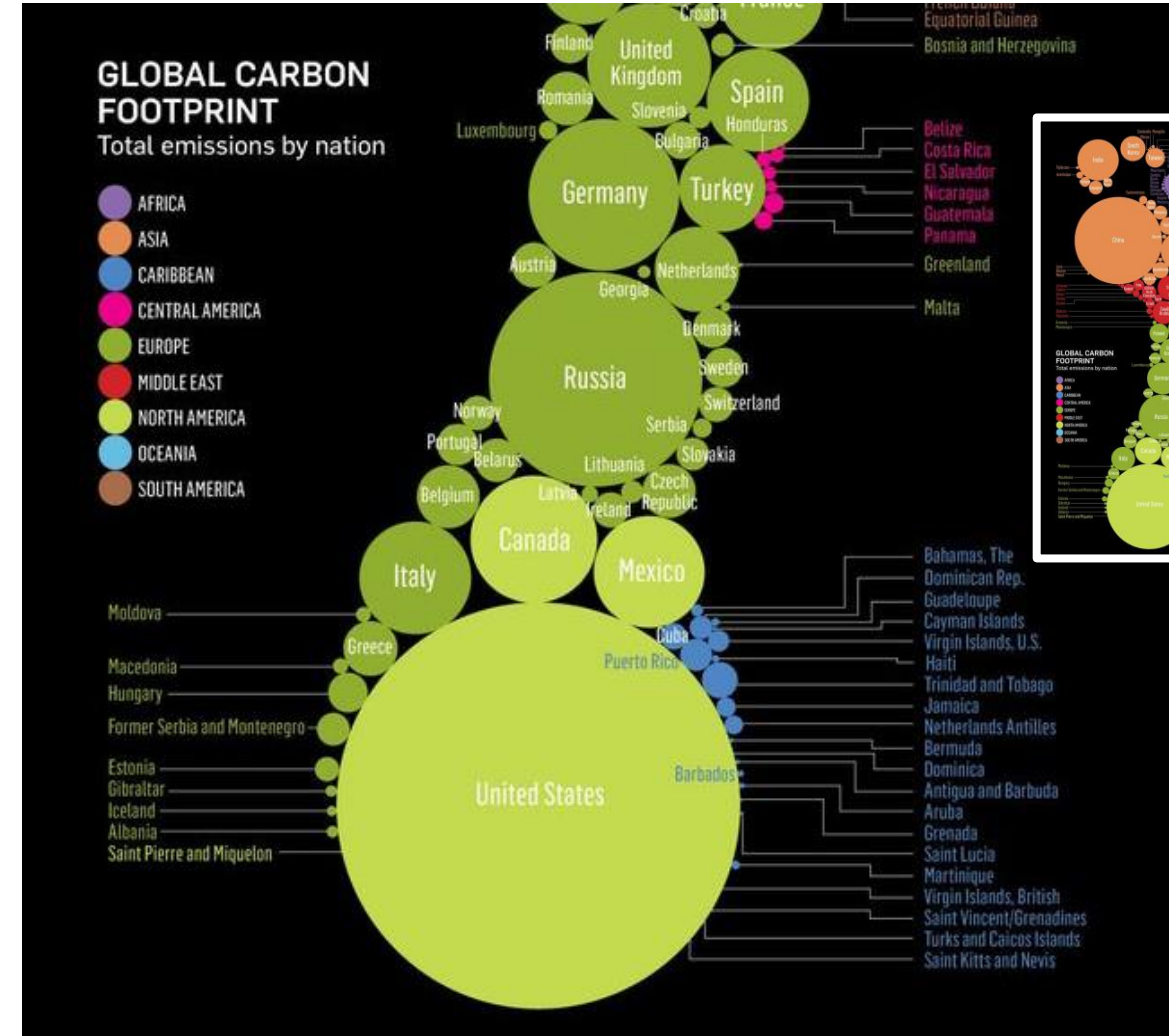
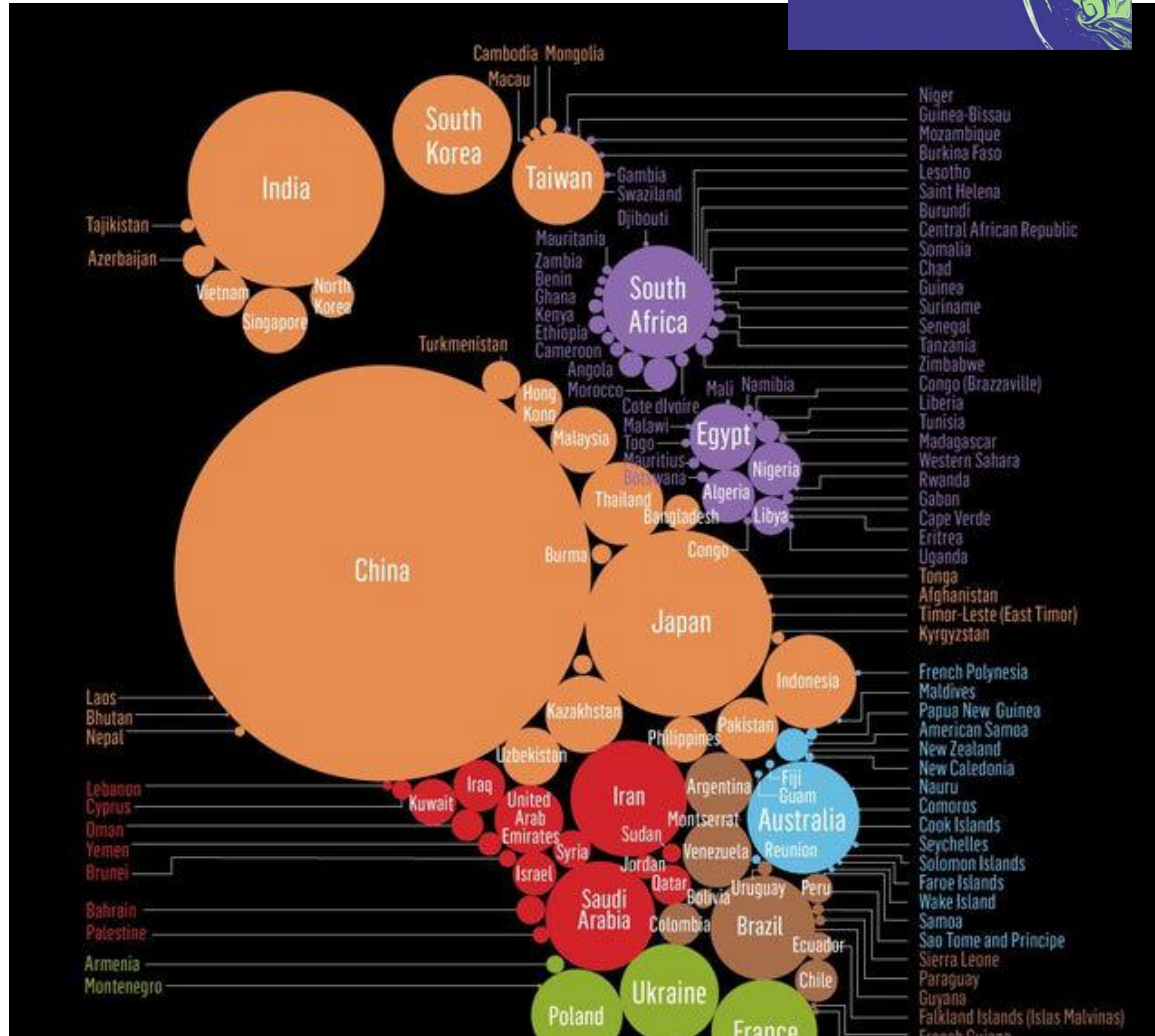
to make people believe that your company is doing more to protect the environment than it really is



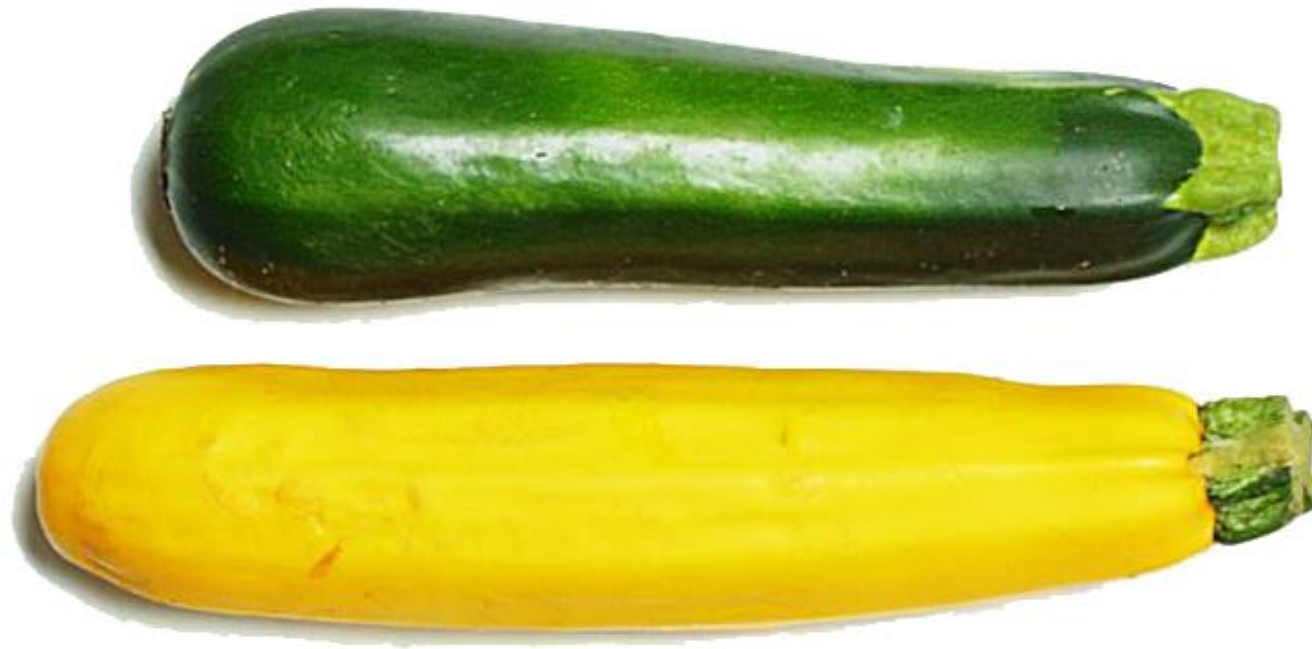


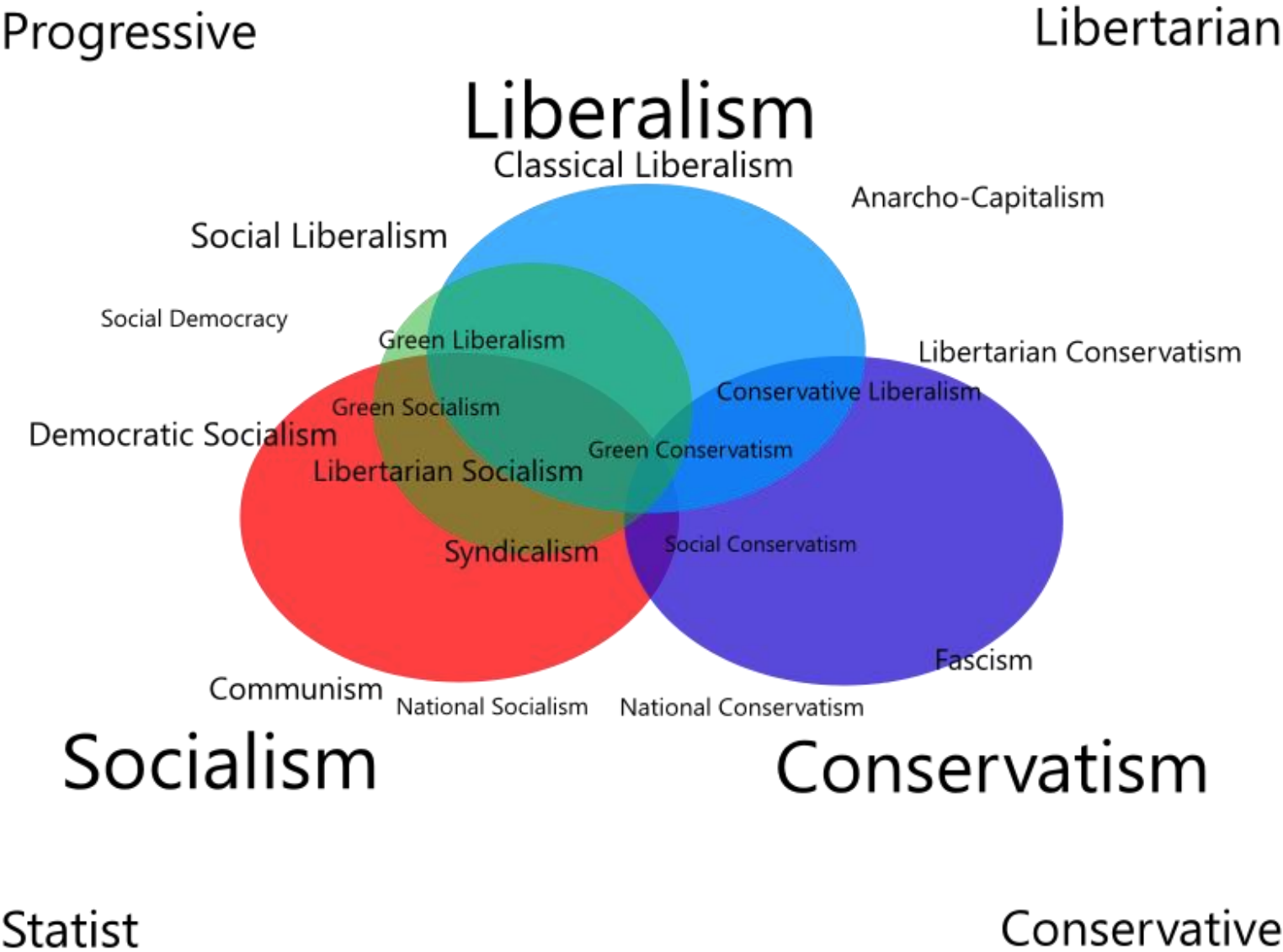


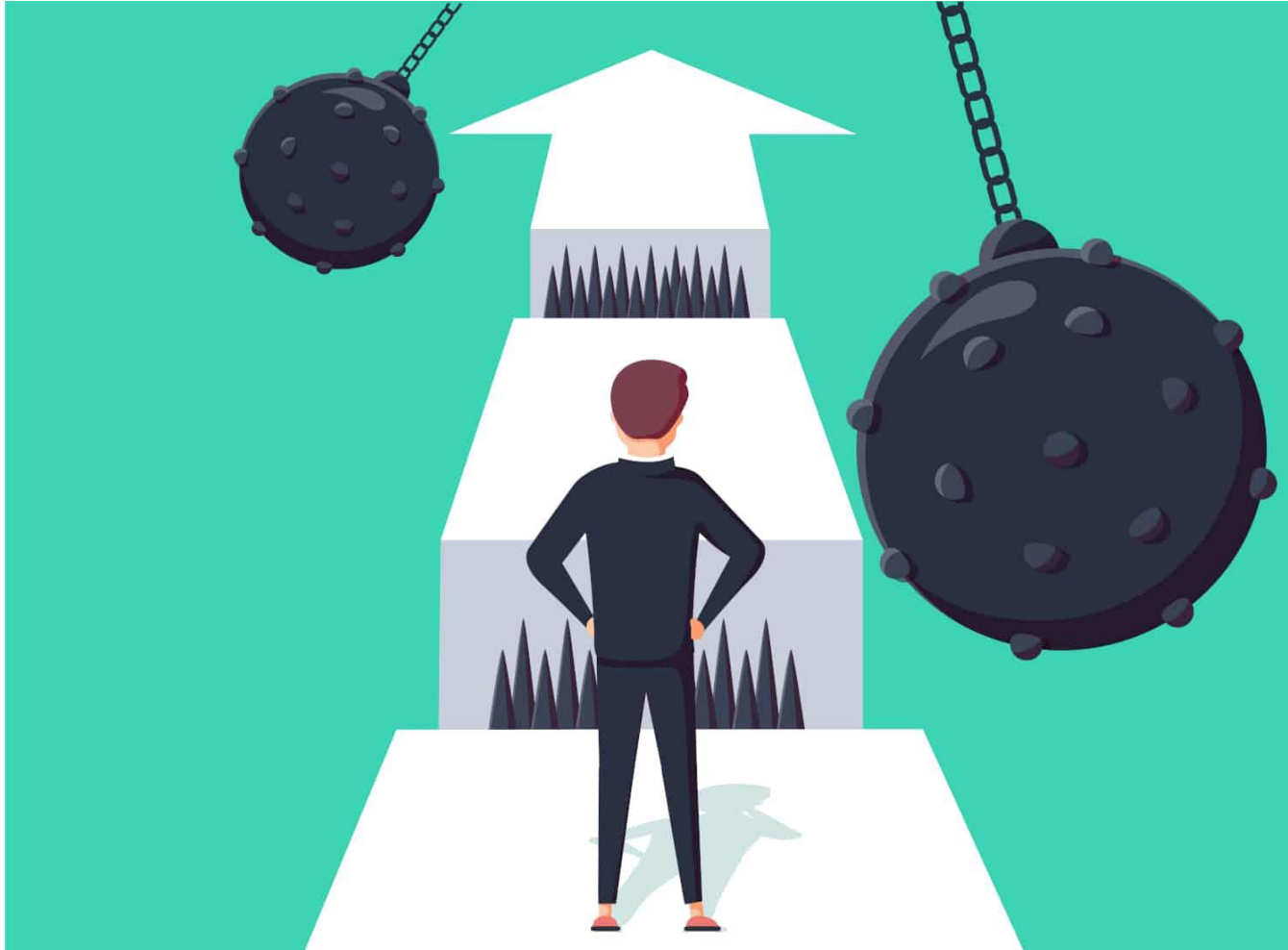




Cultural factors







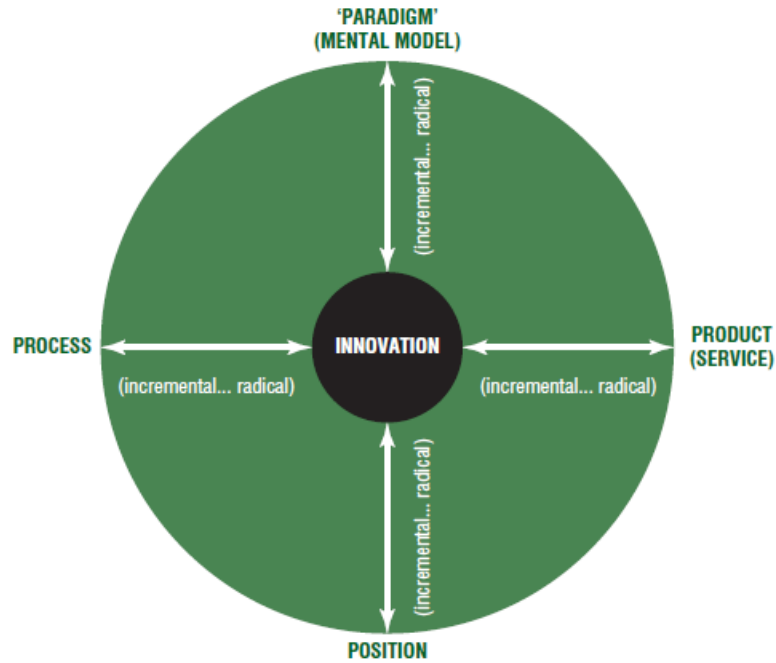
Difficulties businesses face in the new norm

- Uncertain future
- Financial management
- Monitoring performance
- Innovation
- Job automation

Going global: the challenges



Overcoming innovation challenges



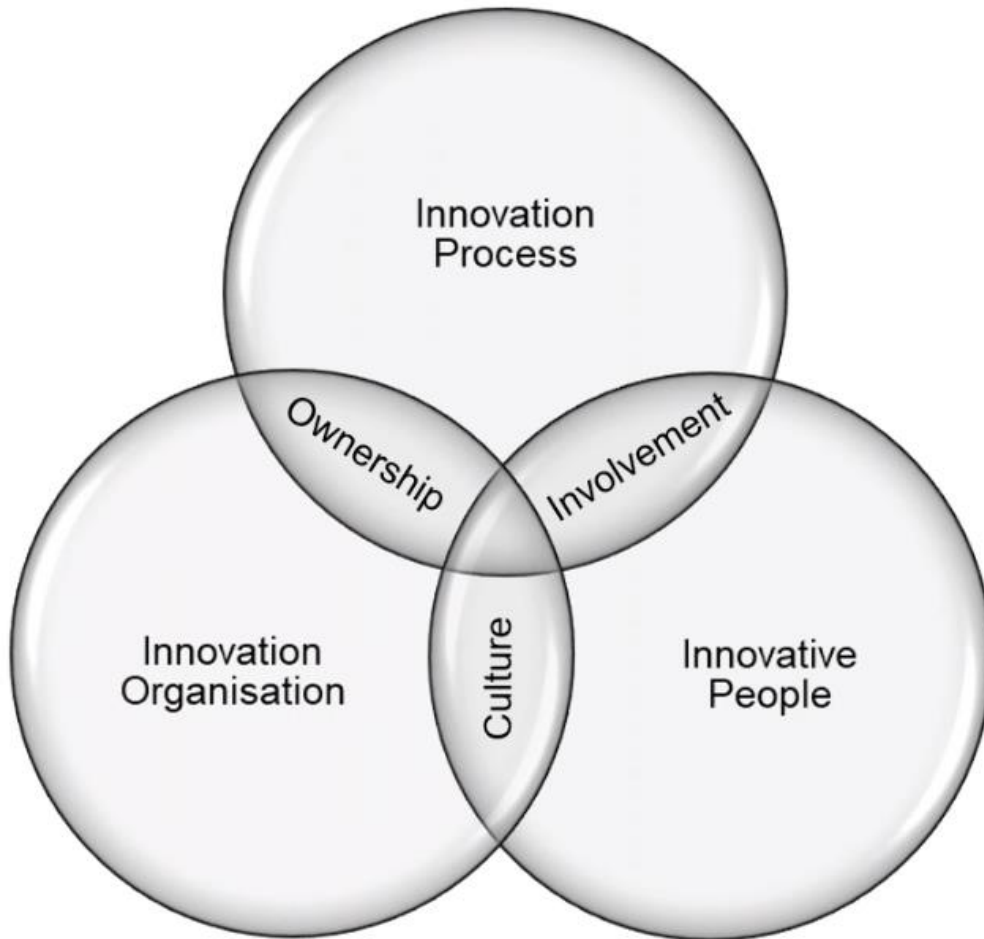
How
innovation
is managed



(Tidd and Bessant, 2009)



Principles of innovation management systems



Andy Wynn, 2021



ISO 56002

When expanding globally doesn't work



Walmart creeps out the
Germans



Tesco fails to whet U.S.
appetite



Coors' Messaging is
Lost in Translation in
Spain



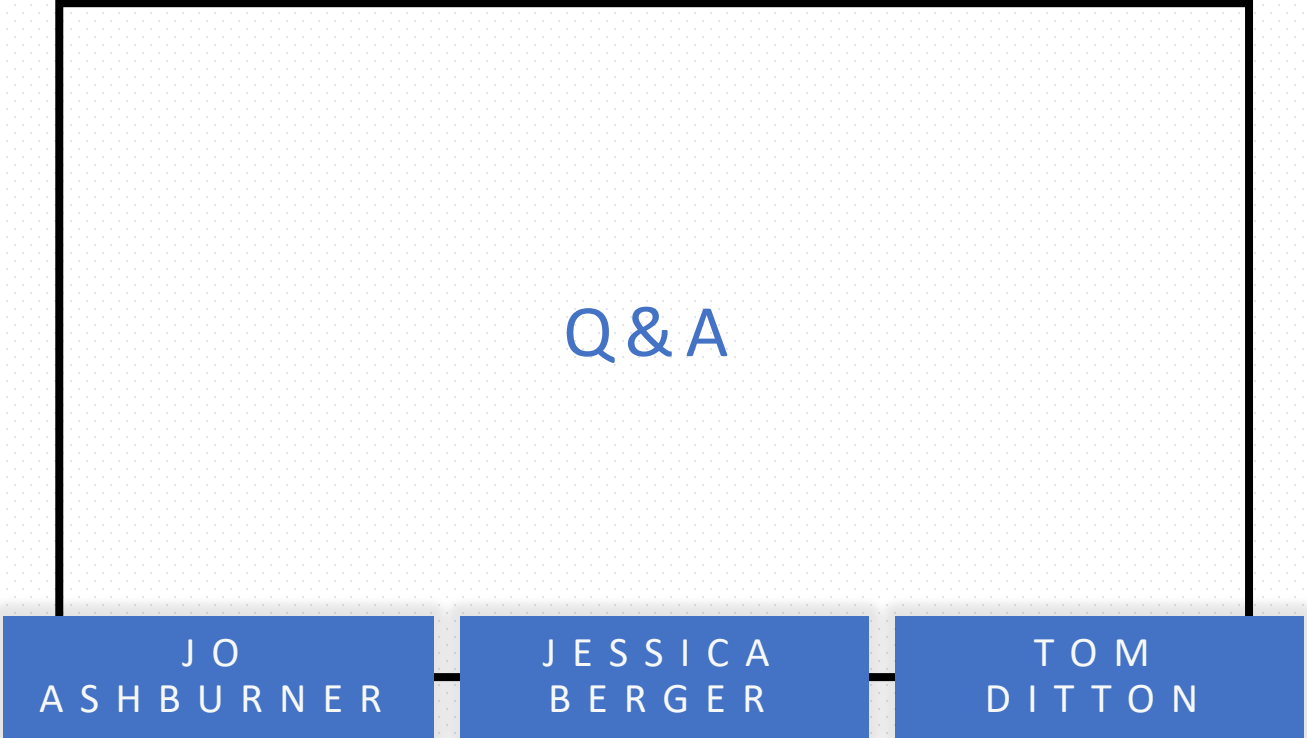
Home Depot failing to
inspire the DIY
movement in China



Starbucks too hot (and
expensive) for Australia

In conclusion





Q&A

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