A STUDY ON IMPACT OF INNOVATION IN COMMERCE AND MANAGEMENT (WITH REFERENCE TO DHARWAD CITY)

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ABSTRACT

The article disclose the representing of applying Innovation in Commerce and Management (ICM) Commerce and management these are backbone of Industry, marketing and various different sectors. Innovation is parts of success in each sector innovation technology are very important for commerce and management. The paper forces technology change, interest and power of innovation in business, trade and management innovation is continues process which help management reduce their costs and meet consumer needs and demand, have become increasingly essential. And also the accomplishment of E-Commerce as updated business technology, innovation is always providing high profits and benefits. Innovation is helps to entry in globalization of world trade era and its gives high competition between the countries and reduced price.

Keyword: Innovation, Innovation Management, Sustainable Development

1. INTRODUCTION

Innovation is one of the most important issues in commerce and management research. Now days all enterprises’ gives more important to innovation era but the success of any innovation depends on consumers accepting them. Successful ICM rests on first understanding customer's requirement and after developing innovation or products that meet those requirements innovation it is gives new idea, creative, developing new concepts etc. it is providing for raising the quality of product and reduced cost. Innovation it is a wider concepts of commerce and management it including marketing, ITC, Product development, product life cycles, quality management, consumer behavior and increase national economy. Finally we will fulfill the customer satisfaction and innovation is helps to finding new solution to problems and ability to resolve. Some management are suggests and looking innovation equates to the day to day running business. Innovation is both a business in a fast moving global economy and it’s necessary. It is process that delivers or new product development or services render to the customers, efficiently, effective competition. Generally innovation involves managing a complex procedures or process.

2. RESEARCH METHODOLOGY

Researcher have used structured questionnaire and a five point balanced likert scale for measuring enterprises and consumer attitude towards innovation in Commerce and Management Primary data was collected from respondents of Dharwad city through a questionnaire designed for a sample of 150 respondents by using the survey method. Chuck sampling method was adopted by the researcher and selected the samples. The data collected from the respondents are coded, tabulated and analyzed into logical statements using mean and percentage analysis.

Secondary data was collected from the available literature, journals and web search wherever necessary. The Questionnaire method was chosen for its versatility speed and cost benefits. Due to shortage of time the researcher.

3. OBJECTIVES OF THE STUDY

- To identify the consumers consciousness/awareness on innovation in Commerce and Management impact on sustainable development.
- To evaluate the attitude of consumers towards innovation in Commerce and management and sustainable development.

4. GRAPH & CHART
Table 1: Government Should Play a Vital Role in innovation in Commerce and Management

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>32%</td>
<td>5%</td>
<td>16%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Sources: primary data

Table 2: In Future we may have only use technology in each management

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>31%</td>
<td>7%</td>
<td>11%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Sources: primary data

Source: Table 1 & 2

Table and chart clearly shows that respondents strongly agree and believe that future we have more use new technology and benefits to each enterprises and government should play a vital role in innovation technology which can be inferred from the computed mean.

Table 3: Innovation in Commerce and Management can have Competitive Advantage over Normal Companies

Table 4: Innovation and Technology and Sustainable Development are Very Much Essential in the Present Society

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>25%</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Sources: primary data

Source: Table 3 & 4

The above table and chart confirms that most of the respondent’s opinion is that innovation in Commerce and Management and sustainable development are competitive advantages cost and very much essential in the present society.

5. CONCLUSION

Today scenario technology and innovation structure gives reward, leadership, empowerment of the staff and participative management have been control and improve the quality of performance. Innovation includes viral role for the origination and it is providing advantage over
all normal companies and innovation it is help to competition together with undertaking the advantage facilities new instrument in upcoming years. Almost all companies and consumer are agreeing on the needs of innovation techniques and tools and also many companies strongly agree on the requirement of customer attraction. Innovation is providing customer satisfaction and fulfill their needs innovation its providing sustainable development.

New idea, creative thinking and it is more helpful for PLC last stage. With today’s marketing and distribution channels are direct and indirect deliveries to worldwide. Technology and innovations are providing competitive advantage, increase profitability and also reduced cost. Innovations are gives effective and efficient product and services and assist to produce high quality product and services innovation concepts are very interested research in produce and sales of marketing era.

REFERENCES

[1] Dougherty, D. and Hardy, C. 1996. Sustained production innovation in large, mature organisations:


