A study of measuring global innovative companies with their performance

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Abstract
The research study aimed to find out of the different innovation strategies which made Apple Inc., Google, Toyota and GE all raise their companies in remarkable short term duration of only 8 months compared to other companies that took 2 – 3 years development. A survey questionnaire adopted from The Innovation Survey of Boston Consulting Group in 2009 was used to gather data for the study in order to answer the three specific research questions from the several concerns of top notch business companies and executives. (Jaruzelski & Dehoff, 2010) The research found that the majority of the respondents believe that the ten acknowledged innovative companies Apple, Google, Toyota, GE, Microsoft, Procter & Gamble, 3M, Walt Disney, IBM and Sony all focused on top Research and Development in which they apply one or all of the innovation strategies of (1) Need Seekers, (2) Market Watchers, and (3) Technology Drivers. (Jaruzelski & Dehoff, 2010) The strategies were all focused on understanding of emerging technologies which allowed them to broaden their markets due to gathering customer insights wherein they engage themselves with

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customers to refine their product while they continuously work with pilot users in carefully rolling out products in formulating a strong product platform management. (Christensen, 2011)

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1. **Introduction: The problem and its background**

The global recession was able to create an international instability with the financial operations that may have juggled the economic cornerstones of companies in which they tried to insinuate the markets to continuously patronize their products in which the situation promotes higher buyer power amidst the multiple competitions on the declining value of currencies. (Dyer, Gregersen & Christensen, 2011) Nonetheless, the global recession didn’t halt the strong 2008 R&D spending and yet all 1,000 companies soon dropped their R&D expenditure by 2009 by 3.5% amounting to US $ 503 billion. (Jaruzelski & Dehoff, 2010).

The decline in R&D spending somehow resulted to the economic downturn impact on the budgeting on R&D. Most companies tried to gain innovations in a steady pace in which they cost-cut come of their areas of operation to just maintain their assets as not to take further risk on losses. Unfortunately, for these companies, it was a rather turn on the events in which those companies who spent more on R&D were able to formulate innovative strategies that actually earned them innumerable gains and a stronghold position in a global marketing perspective.

Companies with Fast Innovations remarkably place more emphasis on innovation management backed up by their R&D. (Christensen, 2011) They optimized more on creating a culture of innovation in which their creativity is targeted on the participation, collaboration, networking and experimentation. (Dyer, Gregersen & Christensen, 2011) Most companies are not much able to deal with the risks that may curtail in such unsteady and irregular approach in which they are rather acquainted with processes and discipline. Nonetheless, companies should view such risks with great gains wherein disagreements and chaos may be present in the beginning and yet be resolved gradually in the process.

Because of this knowledge, the researcher was interested to find out how the four innovative machines, Apple Inc., Google, Toyota and G.E. were able to be continuously innovative even during a recession. This topic gave the researcher a lot of things to ponder about the formulation and implementation of the innovative strategies which could be used as a reference for any company’s project formulation. It is with anticipation that other businesses would inspire to formulate their own innovation strategy in which