INNOVATIVE ECOSYSTEMS IN BUSINESS ECONOMICAL STRUCTURE OF INDIAN ENTERPRISES
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ABSTRACT

Innovation ecosystem covers two distinct, at largely separated economies, the knowledge economy – it is driven by fundamental research, and another is related to the commercial economy – it is driven by the marketplace. This is majorly concentrated in the economy is productive process where input number increase or newer way to get extra output from the same number of input. The study was based on the innovation ecosystem support, nurturing the culture in ecosystem and improving the challenging through innovations in existing products (goods/services). It was also focused on knowledge and commercial economy changes in their development strategies as well as the gap in it. The study also concentrated in the knowledge of research accessibility to the public and its usage towards the commercialisation or in development in the existing business through innovation. The study has included both primary and secondary data. The study has made use of statistical tools like percentage and graphs for analysing data. The study of this research was based on explaining the innovative ecosystem in business economical structure of Indian enterprises. This study is going to suggest the requirement of bridging a gap between knowledge and commercialisation and also concentrates how to make use of knowledge for the existing enterprises.

KEYWORDS

Innovation, Ecosystem, Knowledge, Research, Enterprises.

INTRODUCTION

Innovative ecosystems is describe as a large and diverse collection of participants and resources that contribute and it is necessary for ongoing innovation in a modern economic. It comprises entrepreneurs, investors, researchers, university faculty, venture capitalisation as well as business development and other technical service providers such as accountants, designers, contract manufacturers and providers of skills training and professional development.

INNOVATIONS

In 1967, Doug Engelbart patents the computer mouse. In 1969, SRI was the recipient of the packet transmission on what became ARPANET.
Research and Development spending in India
The Research and Development in India is not increased from the year 2011, 2.7% same in the year 2014 of total global R&D spending. The Research and Development 19 labs in India. Compare to the China and India, China’s R & D is increasing the year to year. Presently China’s share is 17.5% in 2014 in the total global R&D spending.

The Direction in mode of Innovation
A single group or an organisation does not have all the knowledge for the innovation thinking for the product development. To get more knowledge many go for cross boundaries to get a greater impact in the Research and Development in their business or enterprises. The innovations are divided into 1. Open innovation and 2. Open source innovation.

The open Innovation looks into research and development, where open innovation looks for Internal and External Technology. From the Internal and External sources of technology the idea will give for the innovation in current/new/new firm’s market (Research Institutions -> Network Organisation -> Technical Services -> Corporate innovators).

Every Industry/Enterprises/Business units should look for the community of innovation, where the community will lead for better and strategical innovation for the betterment of the business economic in innovation ecosystem.

To build a community of innovation
To build a community for the innovation, we require the aspects like Trust-building, Socialisation and interaction. Very first aspect is on the Trust-building. Trust-building includes knowledge sharing and exchange with socialization aspect for social capital and affinity. Where the last aspect of interaction in learning process and communities of learning puts in the successful innovation through the community usage for the innovation ecosystem for the betterment of the enterprises.

The community of innovation includes the criteria like leadership, incentives, governance and socialization.

Pipeline of Innovation
The pipeline innovation approach is there from the long period, we can say it as a traditional system of approach innovation or it can also be used for re-envisioning the innovation process. From this approach where research was leading for the innovation and finally for the business development.

In this approach there was no more equal participation of universities, industry and government together, where challenges of individual faced individually. Slowly the new paradigm shift in the economy for practicing the university, industry and government collaboration started. The new paradigm shift explains how the research facilities centric for the development of short term and long term helps for the early manufacturing (Short term) and for the updating innovation in the research (Long term).

Innovation Ecosystem – Requirements
The innovation ecosystem requires many in internal as well as the external elements.

Internal
The internal elements like research and development, market research, marketing, manufacturing and finance. The major elements required a support of finance, where finance element should go hand-in-hand for the other elements. The Elements of the internal requirements should be planed like when? How? Why? For the steps in the innovation ecosystems.
External
The external elements like suppliers, external consultants, research partners, academics, customers and consumers. In the external elements, majorly the external consultants, research partners and the academics are important in the stage of innovative ecosystem, because this elements going to innovate the requirements like immediate updating and the upgradation in the economic situation.

Where, the suppliers require during the innovation after updating innovation technology decision. The customers or consumers require in the later stage for test of innovation in the basic stage of manufacturing or providing the service. Example: If M/s. XYZ, starts a service of the waste out of wealth project with the help of waste management. The company has to do test in making wealth like bio-fuel, artesian materials the company has to take a step to try selling the basic product to customers/consumers and test. Whether the customer/consumer are happy with product.

Both internal and the external plays a role simultaneously in the innovation ecosystem for the economic conditions for upgrading the technology.

RESEARCH DESIGN
I. Statement of the Problem
Innovative ecosystems in business economical structural of Indian enterprises. This statement is going to check whether the enterprises in India is approaching the University knowledge for the Data Usage for new/existing business development through innovations.

II. Need and Importance of the Study
Need: The Innovative ecosystems can be approach through Universities knowledge for New/Existing enterprises in India for business economical structure. The Innovation ecosystem in India is required, where still some of the enterprises existing into the traditional approach.

III. Importance of the Study
The study has been conducted to understand the effectiveness of approach to the Universities knowledges for the Innovative ecosystems in the business economical structure, where Indian enterprises innovate the ecosystems through their innovative ideas, plans, approach, strategies, products – goods and service.

IV. Objectives of the Study
1. To study the present innovative ecosystems.
2. To study the need of innovative ecosystems.
3. To analyse the requirement of Universities knowledge for Indian enterprises in innovative ecosystems.

V. Scope of the Study
The study mainly focuses on the Innovative ecosystems in business economical structure of Indian enterprises, where its focus is on the Bangalore Urban (i.e., Ph.D. scholars and Enterprises). The level of adoption of Universities knowledge for the innovation for new/existing enterprises for their product.

VI. Research Methodology
a. Type of Research
Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist.

Empirical research is a method of gaining knowledge through resources of direct and indirect observation or experience. Empirical evidence (the record of one’s direct observations or experiences) can be analysed quantitatively or qualitatively. Through quantifying the evidence or making sense of it in qualitative form, a researcher can answer empirical questions, which should be clearly defined and answerable with the evidence collected (usually called data). Research design varies by field and by the question being investigated. Many researchers combine qualitative and quantitative forms of analysis to better answer questions which cannot be studied in laboratory settings, particularly in the social sciences and in education. This is a Cross-sectional Study Design, as it is relevant for the present study period and the results are likely to be different in the long term.

b. Sampling Design
Non-probability Sampling - Judgemental sampling: – It is a sampling procedure which does not afford any basis for estimating the probability that each item in the population has been included in the sample. It is also known as purposive analysis or selective sampling.

Sample Size
10 Ph.D. scholars in different combinations and 10 Enterprises in Urban Bangalore.

c. Type of Data
Primary Data: The data collected through Personal Interview with both Ph.D. Scholar and Enterprises.
Secondary Data: The data Published and unpublished materials.

d. Sources of Data
Personal Meet with the Ph.D. scholar and Enterprises/Entrepreneur: A set of questions were presented to and answered by Ph.D. scholar and Enterprises/Entrepreneurs. The questions were asked to get the real understanding of the present, need and analysis on the requirement of universities knowledge.
**VII. Limitations of the Study**

- Enterprises/Entrepreneurs and academicians (i.e., Ph.D. Scholars) were selected based on knowingness in Bangalore Urban, Karnataka.
- Not all the entrepreneur and the academicians were interviewed due to short duration of time in the visits and tight schedules of their working.

**REVIEW OF LITERATURE**

**Research Gap** – The study on this rationale is existing. Based on Innovative Ecosystem there are many research studies or articles, but based on economic structure of business of Indian enterprises with the requirement of Universities knowledges, where not available in Digital Information or Printed Information.

**Analysis and Findings (Ph.D. scholars and Entrepreneurs/Entrepreneurs together)**

1. Are you people aware of innovative ecosystem?

   In the field work of personal interview, the 19 respondents accepted that they know the concept of innovative ecosystem, where 1 respondent said no for the concept and said require to update in knowledge.

2. What is the percentage of Innovation Ecosystems in Indian Enterprises?

   The respondents responded like 56% of innovation ecosystems can be seen in the early stage, where the growth, decline and the exit stage in 17%, 15% and 12%. The academicians say that the recent government in India is giving chance for the new entrepreneurs for the new innovation from the existing gap in the old and the present business in the economy. Example: A few entrepreneurs made an innovative idea in the Khadi Industry in Goa.

3. Is Innovative ecosystems is used majorly to get more output in same number of input? (Enterprises)

   The 6 respondents say that yes there will be increase in the output where 2 respondents say No. 1 respondents might be and the 1 respondents say don’t know.

   The respondents in the category of No, Might be and the Don’t know say that the innovation ecosystems usage depending on the nature of business and the size of the business, where existing business look for the more output in the strategical and innovative approach. If, new innovative idea of the new business then the output requirement will be planned on the stages.

4. Is there a need of translate knowledge discoveries developed in the Academic Community into the context to the relevant industry investors to reduce the risk?

   16 respondents of academicians and the entrepreneurs accept that there should be a translation of knowledge discovered in Universities, where the actual innovative ecosystem will be successful and the investors will be risk free and reduce the cost of doing the findings and understanding the requirements. Where the 4 respondents say they the actual discovers loses there copyright and the hard work value, if they misuse or wrong interpretation or commercialization impact to lose the authority or chances in their innovations.

5. Is there a Gap/Challenges in Inventing and Commercializing in Innovative Ecosystems?

   Yes 14
   No 06
The 16 respondents agree that there is a gap in the inventing and commercializing in the innovative ecosystem, where they say that the Universities support towards the updating the ecosystem in the innovation in the existing/new business economical structure. The university knowledge through research is confidential or secret, where the knowledge usage in India is very low. The government say that they use for the development of economic structure, but many are in the theoretical base and only few of knowledge is used. 6 respondents says getting the required knowledge in the universities is some hardship, where some of the knowledge will not be touched by the academicians, major academicians look for their interest area. So, they feel that making the R & D by their own to look for the innovation in the ecosystems.

CONCLUSION
As per the personal interview with the Academicians and the entrepreneurs/enterprises, the response or the analysis say that there is a requirement for bridging the gap between knowledge universities with commercializing. Some of the fresh knowledge people from the universities come out and use their knowledge in innovative new business economic structure. The present government in India is lending the support for the new innovators and for the R & D in the existing industry structure for the development in the business structure from the Death Valley to the challenge basin.

SUGGESTIONS
The ample of chances are there to study of need of innovative ecosystems in the various industry, the chance for new innovation in the ecosystem in the existing or new business for the business economic structure of Indian enterprises.

BIBLIOGRAPHY