Innovation Enterprise as a Vehicle for Sustainable Development – a general framework for the design of typical strategies based on enterprise systems engineering, dynamic capabilities, and option thinking

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Abstract

The development of strategies, actions and programs on sustainability through innovation has been taking into account within the current essential and disorderly train of events. The issue of designing mechanisms was considered by institutions and organizations, which innovate on sustainability, the way of speeding the progress, as well as the process of learning on sustainability.

There has always been a concern over forwarding the incremental innovations, which actually improve or renew the already existing ideas and practices at the level of system, or even the SoS systems’ level, together with a new focus over the technical, social-human and environment or markets interspaces. The main issue regards the type of changes necessary on transforming the sustainability (new institutions, public politics, strategies of settlements, new ways of thinking and business practices). The analysis of innovative part within the process of economic and social change should gather interdisciplinary, multidisciplinary and trans-disciplinary research.

Although there is an obvious agenda of integrating the sustainability within the process of innovation, the long-term approach has not been provided with a phasing and the process has been quite complex.

The current global process has been characterized by a socio-technological dynamism of an accurate changing management, more exactly by the oscillation between intervals of normality and steadiness and disorderly and volatile intervals that influence the design way of strategies, since these should understand and integrate the new dynamics of change, of markets and of the external environment. The traditional approach cannot show such mixtures of dynamics and cut-off over the markets and stakeholders.

This paper emphasizes the synergic assortment between the systematic control of innovation for sustainable development focused on the internal environment and that based on a mix between the concept of innovation enterprise in context of enterprise systems engineering, the dynamic capabilities for spectral selection in a multiple dynamics and option thinking as a paradigm well adapted in innovation. The dynamic capabilities, seen as “strategy of creating the strategies” have offered a quick qualitative image, so that this approach has been combined with the paradigm of real options, within a frame that proposes the active control over the extended performance of innovation enterprise. The novelty has been offered by the possibility of emphasizing some mechanism of inter-correlations between innovation enterprise, the dynamic capabilities, as strategic tool of high level and the real options, as tool of option thinking on one hand, and the capabilities for innovation on extended way, on the other hand. Adapting the paradigm of dynamic capabilities to the oscillation between the normality or steadiness times and those full of disorder and volatility, by means of real composed options, has offered a dynamic image of relative performance, during a complex process. Viewing the performances progress in two steps and two volatilities has been quite significant, since it offered the possibility of some immediate actions of reconfigurations and conformation to.

Keywords: Innovation Enterprise; Dynamic Capabilities (DC); Option Thinking; Enterprise Systems Engineering (ESE).
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