

Innovation and the sustainable organisation

Business



Essay - Innovation Success in sustainable innovation relies on partnership across industries (Birkinshaw, Hamel & Mol, 2008, p. 825; Benn, Dunphy, & Griffiths, A. 2014, p. 18). Barcelona experiences serious pollution problems from high usage of motorbikes (IEA, 2012, p. 1). A partnership between industries is the best solution the city has in solving the problem. The stakeholder's theory provides a good insight on how power relations act as a strong influence on partnership operations, managing complimentary assets, and how much can be achieved (Oxford Customer Publishing, 2015. pp. 196-197). Electric bikes require core technological expertise and sufficient supply of complimentary assets that can be achieved through collaboration and partnerships (Wang, Vanhaverbeke & Roijackers, 2012, pp. 419-428). The move to adopt electric motorbikes, will not only contribute towards climate change, but it will also cater for future economic developments.

References

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