CHAPTER-V

CONCLUSION AND

SUGGESTIONS
5.1 Introduction

This model of study identifies and measures the innovation projects success according to the persons involved in designing and implementing the projects.

5.2. Conclusions related to Innovation Management in Information Technology Services

From the study the following conclusions are drawn:

- Critical success factors for success of innovation projects according to business users are Business Enhancement, Risk Improvisization, Market edge on Innovation, Vision Enrichment, and Reengineering.

- Management personnel perceived the critical success factors for success of innovation projects as Flexibility to Change, Knowledge Sharing, Value added project, Resourcing, Individual Excellence and Process Oriented.

- Technical personnel identified the critical success factors for success of innovation projects as Technical Enhancement, Innovation Culture and Experimentation.

- From the study it is understood that percevance of intensity of success factors by business users, management personnel and technical personnel are significantly differencing.

- It has also been observed that there is a significant difference in percevance as critical success factors of
innovation by business users, management personnel and design personnel.

- According to business user the most significant factors are Value creation and addition, Edge on the competitors, followed by the factors of High potential for risk absorption, Creates Learning environment from others mistakes, Creates positive impact on brand imaging, Enhances competition in targeted market, Ease of implementation in existing facilities, Creates boundary less knowledge sharing, See value in absurdity, Designing of decentralized small business solutions, Experience, Relative price and cost reduction, Age, Glorifies effective decision making, Explores news ideas anytime, Helps in vision Improvisization, Maintenance of dignity of workforce, Projects are well defined with flexible execution process and the least significant factor is helping in magnification of sales.

- The most significant factor according to management personnel is work-life balance, followed by the factors of Providing support to colleagues, Partner's consultation for open innovation, well defined flexible execution process, Management Vision, Consultation of technical personnel, Business results impact, Strategic Change Management, Management confidence on technical resources, Experience, Effective decision making, Intranet as a communication agent, Project teams say in resourcing, Peer support across boundaries, Management Involvement in users requirements, Risk valuation, Readiness for
regular change, and least significant factor is Effective line of control and Age.

- According to percevance of technical personnel most significant factor is definition of standards of performance, followed by Encouragement of Idea generation, Reduction of product cycle or execution time, Multi functional dedicated teams, Interaction with Business users, Resource skill enhancement, Experience, Optimal use of Technology, Clarity of technical specifications, Age, Exploration thinking, Directed functional specs, Implementation after trials, Knowledge base, Review of Technical Specs, Review of Functional Specs, Acceptance procedures, Experimentation and least significant factor is Employees Motivation.

- Partners consultation for open innovation is very low as perceived by management personnel and more open channels should be provided so that the success rate of innovation in Information Technology Enterprise Service projects can been increased.

- In the opinion of technical personnel experimentation is significantly low in Information Technology Service projects and team members should be provided with an ideal platform for experimenting new ideas which in turn helps in creating successful innovative projects.
5.3. Suggestions
5.3.1 Suggestion to IT Service Companies

Following below are the suggestions that are given to Information Technology Enterprise Service companies based on the study:

- Open Innovation should be encouraged by Information Technology Service Enterprises with Partners consultation as open innovation is very low when perceived by management personnel. So, more open channels should be provided so that the success rate of innovation in Information Technology Enterprise Service projects can be increased.

- An ideal platform for experimenting new ideas ought to be provided to personnel involved in Innovation Projects by Information Technology Service Enterprise.

- Even though a well defined process is implemented strictly by the ITS enterprises, they should ensure that in each and every project signed off specifications documents are to be provided to technical personnel to increase the clarity in dimensions of technical specifications. This can be included clearly in the statement of work (SOW) while executing contracts.

- A strong risk management team should always be attached to projects as this will provide a direction in assessing and seeing value in absurdity, with the help of which most of
the business wins can be converted into profitable portfolios.

- A thorough check should be adhered after Implementation in order to gain confidence of customers as this plays a pivotal role in customer retention.

- Marketing and pre-sales teams should work in line with the personnel involved in Information Technology Service projects which strongly creates positive impact on brand imaging.

### 5.3.2 Suggestion to Employees

Following below are the suggestions that are given to employees working in Information Technology Enterprise Service companies based on the study:

- Employees should inculcate the habit of proactive learning by seeing others mistakes.

- Employees have to visualize the broader scope of the task they are working on; this not only enables them to understand the technical specifications accurately and fast but also helps them to have the broader domain knowledge.

- A habit of exploration thinking should be developed by the employees which facilitate them to be more innovative and in turn helps the projects and the members in it to be more innovative.
5.4 Future Scope of the Study

This study can be extended across industries, domains and verticals such as retail, telecom, banking, manufacturing, health care, tourism, etc.
References


