

Innovation Management in the Digital Era

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Abstract. In the rapidly evolving digital landscape, innovation management is crucial for maintaining competitive advantage. This article examines strategies for fostering innovation within organizations, focusing on digital tools and collaborative approaches. The findings highlight the importance of a robust innovation culture and agile management practices in achieving sustained business success.

Keywords: Innovation Management, Digital Transformation, Agile Practices, Business Success, Collaboration

Introduction

The digital era has transformed the way businesses operate, making innovation management a critical component of success. This article delves into strategies for fostering innovation in an increasingly digital world, emphasizing the role of technology and collaboration. By analyzing successful case studies, the research underscores the need for a strong innovation culture and agile management practices to stay competitive.

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