

TASK 3-INNOVATION REPORT

TASK 3-INNOVATION REPORT

Name of the Student

Name of the Student

Author Note

Copy of Assignment Pro Help

TASK 3-INNOVATION REPORT

Executive Summary

This report has highlighted the application of the innovation process towards the CSR issues of the organization for the organization Makedonski Telekomunikacii (MT). The issues with the telecommunication services have been identified and the innovation for solving the issues have been determined through corporate governance change and strategic alliance development. Technological application for radiation control and improvement of the health services have been highlighted with implementation plan and transformational leadership applications.

Copy of Assignment Pro Help

TASK 3-INNOVATION REPORT

Table of Contents

Introduction.....	4
CSR challenge and need of Innovation.....	4
Influence of the source of idea on innovation.....	5
Strategic Innovation Model.....	6
Appropriate leadership approach for innovation	10
Innovation implementation approach	11
Conclusion	13
References.....	14

Copy of Assignment Pro Help

Introduction

Business competencies are dependent on the CSR and innovation process. Innovation in the CSR sustainability has been emerged as a slow process in the organizational context. Companies are involved in tackling the CSR issues with new approaches of innovative application. In this context, CSR challenges would be identified for the organization Makedonski Telekomunikacii (MT), Macedonia and the innovative approaches to solve the issues would be determined. The strategic innovation plan would be determined here along with the proper leadership approach that can implement the innovation in the right place.

CSR challenge and need of Innovation

Telecommunication services are involved in the process of transmitting voice and data from one end-user to the other. A variety of transmitting equipments are involved in this process through towers and variety of transmission equipments. This transmission infrastructure has vital impact towards the ecological environment. Here, the centre of dilemma is coined with the fact that the users and the service providers both are the part of wider societal interest (Obeidat, 2016). Technology support and the allied services from the end of the telecommunication industry are critical. The following table has represented the challenges with each of the associated components of telecommunication industry-

End User	Transmission	Corporate	Society	Environment
<ul style="list-style-type: none"> ▪ SIM cards and cable disposal ▪ Radiation of EMF ▪ Exposure towards the the unsavory activities ▪ Consumer health and 	<ul style="list-style-type: none"> ▪ Harmful radiation from tower ▪ Obsolete disposal of the equipments ▪ Energy efficiency of the 	<ul style="list-style-type: none"> ▪ Diversity generation ▪ Intellectual property consideration ▪ Corporate boards operations difficulties 	<ul style="list-style-type: none"> ▪ Lack in the workforce training development ▪ Strikes and lockout extent ▪ Occupational health 	<ul style="list-style-type: none"> ▪ E-waste generation ▪ Impact on the biodiversity ▪ Energy efficiency issues

TASK 3-INNOVATION REPORT

safety	network		and safety issues ▪ Consumer privacy related concerns	'Low carbon equipment
--------	---------	--	--	-----------------------

Thus, based on the represented issues it has been found that the CSR implementation and addressing these challenges are vital for the organization and proper sustainability strategy needs to be implemented in the right place. Thus, innovation is essential for the organization in the corporate social thinking, which can ensure the sustainability of operations and ensure the application of the strategy for green, safe and inclusive digital progress. Mainly four major areas of concern are driving the need of the innovation in telecommunication organization such as emissions, waste, impact on biodiversity and consumer health and safety (Sierra-García, Zorio-Grima & García-Benau, 2015).

Influence of the source of idea on innovation

The innovation development in the corporate responsibility is associated with the internal process modifications. For this process, change in the governance is essential along with the focus on the strategic partnership development, which can support the scaling of innovation through collaboration (Ozdora-Aksak, 2015). However, the innovation development needs proper sources and the influences from those sources are controlling the implementation of the innovation techniques in the right place. The driving forces of the CSR innovation are centered with the following aspects-

- Access generation towards the cultural experiences regardless of the income level through broadcast spectrum
- Essential services development that can ensure social and emotional well-being of the consumers (Ozdora-Aksak, 2015)
- Ensure the community involvement through the innovation process

TASK 3-INNOVATION REPORT

Thus, based on this it is evident that social innovation and eco innovation are the primary responsibilities of the CSR activities. Social innovation can be originated with the Self-help health group formation that can ensure the supply of complementary medicine and holistic health and hospice. Consumer cooperatives can be formed to support the fair trade movement along with the zero carbon housing schemes. On the other hand, eco innovation is associated with determining the processes that can ensure the reduction of the environmental impact. Innovation in products, processes, marketing methods and organizational methods are necessary to reduce the ecological impact (Obeidat, 2016). Industrial Science Technology Policy Committee is responsible for ensuring the techno-social innovation extent for the business organization, which is driving the innovation considerations. Eco-efficiency is about value and quality for all actors: to achieve more value with less environmental impact. In this regard, renewable raw material usage can reduce telecom waste, power of cooling in radiation towers, EMF radiation reductions along with biodiversity maintenance are essential for the organization (Boateng & Abdul-Hamid, 2017).

Strategic Innovation Model

Proper innovation model application is vital otherwise; the concerned innovations cannot be applied in the proper places. It is linked with ensuring the significant impact on the innovative thinking on CSR aspects. Strategic innovation is coined with the disruptive changes that can support the initiatives and thinking of the organization. In this context, it is linked with the enhancement of the CSR activities (Islam et al., 2015). The following diagram can ensure the directional movement of the strategic innovation-

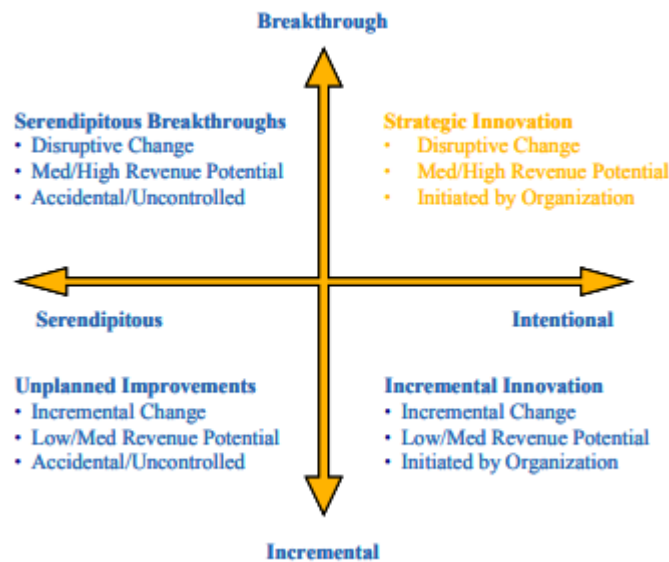


Figure 1: Strategic Innovation Direction

(Source: Brammer, He & Mellahi, 2015)

For this case, the strategic innovation model is centered with the seven dimensions of the concerned model, which is providing leading edge towards the organization. The concerned strategies of the telecommunication organization can be framed as follows-

- **Managed innovation process:** Here, the combination of traditional and non-traditional approaches can be applied.
- **Strategic Alignment:** Development of the support is essential for the organization and thus governance re-consideration is vital (Chomvilailuk & Butcher, 2016).
- **Industry Foresight:** It is important to determine the trends in the industry and new technological aid for advancement.
- **Core technologies and competencies:** Relying on the concerned and possible technologies are essential that can ensure the support towards the amendment of radiation extent
- **Organizational Readiness:** The ability to make the actions viable in the society it has been found that the telecommunication organization needs to concentrate towards the strategic alliance development (Brammer, He & Mellahi, 2015)

TASK 3-INNOVATION REPORT

- **Disciplined Implementation:** Management of the path from inspiration to the business impact determination is vital in the target society for improvement.

Combinations of the traditional and non-traditional aspects are vital for the organization and it can support the managed innovation process. Here, for the organization a change in the corporate governance can ensure better implementation of the innovative changes in the operational policies of the organization. The changes must be associated with an emphasis on cutting waste, saving energy, trading fairly and human welfare (Luo & Du, 2015).

- I. Change in the leadership approach with proper vision can provide additional strength and trust in their business and brands while helping them improve and protect the provenance of their sourcing.
- II. On the other hand, strategic partnership development is essential for the organization and for this collaboration development with UNICEF to help the children health development can be performed.
- III. Apart from this partnership with Brazilian organization Braskem can be performed to get the aid of renewable material use in the cable and other products (Chomvilailuk & Butcher, 2016).
- IV. In addition, technological partnership developments with the energy solutions firms are vital to ensure the eco-efficiency development and reduction of the impact on Biodiversity (Brammer, He & Mellahi, 2015).
- V. Moreover, the collaboration with INTERPHONE (a 13-country coordinated case-control study), independent expert group on mobile phones (IEGMP) and scientific committee on emerging and newly identified health risks (SCENIHR) are essential to ensure the latest technological implementations in the right places. Modifications in WiMAX, WiBro, iBurst, EV-DO Advanced, and LTE-Advanced are essential to reduce the radiation impact on the society (Luo & Du, 2015).

The following diagram has represented the combining extent of the strategic innovation process in the operational concern of the organization-

TASK 3-INNOVATION REPORT

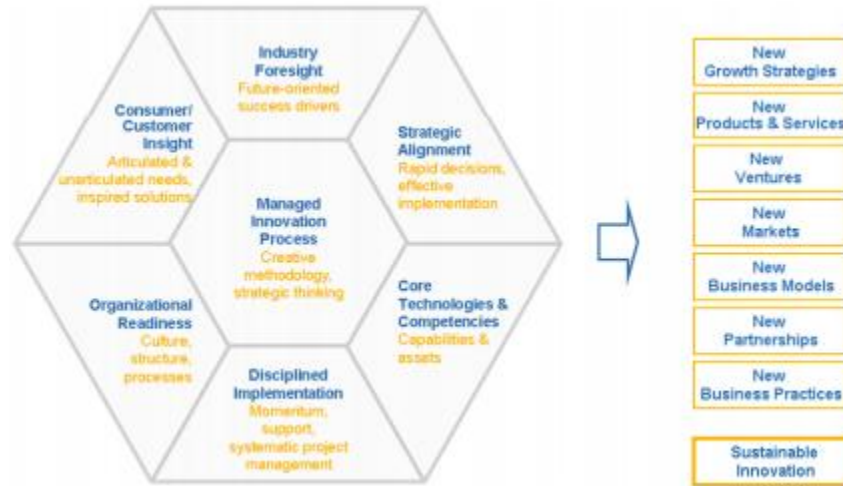


Figure 2: Traditional and Non-traditional alignment

(Source: Chomvilailuk & Butcher, 2016)

In addition, strategic alignment in proper places is important which is supporting the generation of the development of the CSR capabilities and operational efficiencies. The process is associated with divergent and convergent mode consideration (Herrera, 2015). However, in this case convergent mode can be applied as the strategic innovations are subjected towards the implementation of the planning on the CSR processes-

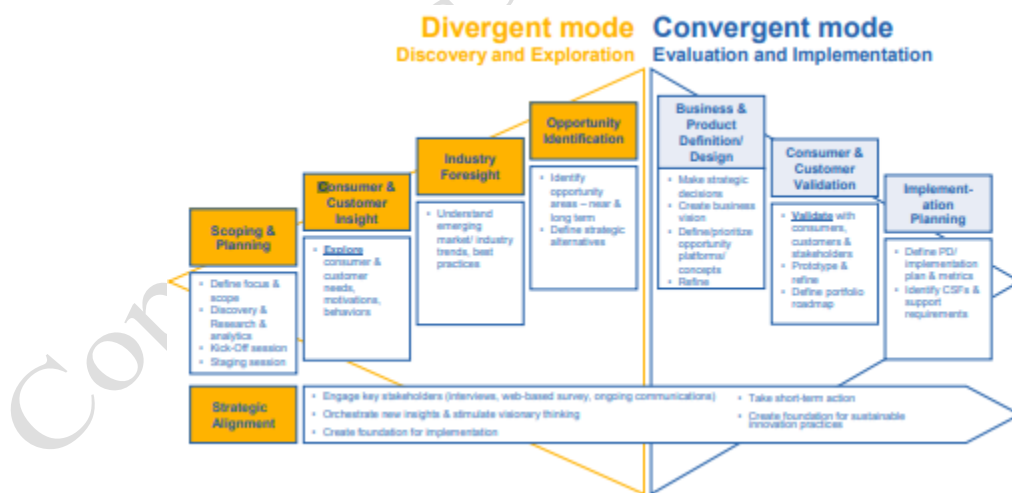


Figure 3: Mode of the Strategic Planning

(Herrera, 2015)

Appropriate leadership approach for innovation

The concerned changes in the innovative processes of the organization are associated with the extent of proper implementation of the thinking and the changes in right places. Changing decisions related to the governance structure of the organization have highlighted the fact that the leadership plays an important role in the innovation application in the CSR improvement. Creative behavior in the involved workforce and the corporate structure is important (Gavronski et al., 2018). Thus, the leader is coined towards initiating the creative thinking and mainly associated with three major factors such as creativity thinking skills, expertise based on experience and creativity in work environment. Personal attributes of the leaders are essential in this regard. These attributes are contributing towards the generation of the supportive supervision, job complexity, and the sustaining of the innovation process (Herrera, 2015). Organizational influence is a key concern in the development of the creative environment where the innovative ideas can be developed. The major attributes are represented in the following diagram-



Figure 4: Innovative leadership skills

(Anser, Zhang & Kanwal, 2018)

In this regard, the leadership styles that can foster the innovation in the CSR initiatives are associated with the transformational leadership. The application of transactional leadership

TASK 3-INNOVATION REPORT

cannot be applied in this telecommunication organization because it is limited with exchange of resource with desired performance. Here, the transformational leader has to articulate towards the shared vision, intellectual subordinates, recognition of individual differences, and high expectation setting (Anser, Zhang & Kanwal, 2018). The approach must be centered towards offering a purpose that transcends short-term goals, focuses on higher order intrinsic needs, and foster the purpose of CSR improvement through innovation. The thought of strategic partnership development aspect needs changes and innovation in the operational approaches. In this regard, certain qualities of transformational leader such as idealized influence, inspirational motivation, intellectual stimulation and individualized consideration are helpful for achieving success (Frynas & Yamahaki, 2019).

With the aid of idealized influence, the leader can induce the extent of experimentation with the innovation process. It is necessary in the organizational context. Idealized influence can ensure the organization to set deal with the Braskem and UNICEF. The understanding of emotional level of subordinates is vital here. On the other hand, inspirational motivation quality can ensure exerting positive influence towards the corporate structure and implement the changes successfully in the organization. It is beneficial for making strong decisions on CSR application and technological adoption to solve the issues (Yeh, 2015). In addition, intellectual stimulation is vital to perform assumption in the implemented changes or strategies. In this context, the transformational leader needs to consider the technological applications for spectrum and radiation control through WiMAX, WiBro, iBurst, EV-DO Advanced, and LTE-Advanced and support the disruption for future benefits. Individualized consideration quality is essential for the transformational leader to support the employees to consider the CSR practices as primary concern and ensure the safety and health purpose of the people. Based on the individual capability understanding, the transformational leader can distribute the work load so that the process can be implemented efficiently.

Innovation implementation approach

The innovative concerns through the effective leadership and strategic innovation concern can be implemented in the organization. However, the process is linked with certain critical points, which are essential to ensure success of the innovation applications. In this regard, idea-generation methods are vital, which can be done with following approaches-

TASK 3-INNOVATION REPORT

- **Brainstorming:** The assigned work in a group can be exercised and improve through the application of brainstorming session. It can be performed in a span of two to six weeks.
- **Ideas campaigns:** Arranging meetings with the senior officials and employees can centralized the dispersed ideas. Share on the idea and arranging the campaigns in timely manner can ensure the operational efficiency generation (Ramos, Manzanares & Gómez, 2018).
- **Experimentation:** The major critical portion of the innovative idea application is the determination of the technical arrangement and application. The data analysis is vital before the large scale application and pilot study and short term experimentation is necessary to project the wider application in this regard (Avram et al., 2018).

Moreover, initial innovation, pre-implementation and implementation report formation are the basic steps. Timeline plays an important role here as the outcome needs to be monitored and evaluated to make further changes as per the requirements and apply it in the concerned market.

Initiative	Process	Timeline	Outcome
First and foremost criteria is associated with the reduction of the radiation	Implementation of the new technologies is essential in this regard. For the services with WiMAX, WiBro, iBurst, EV-DO Advanced, and LTE-Advanced different spectrum control measure are essential.	April 2019- Service Tenure	It is likely to reduce the impact of radiation on the people and can support the development of the healthy and concerned society.
Revision of the corporate structure of the organization	Change in the senior management is essential. It can revise the corporate structure of the organization and with the transformational leadership situation; based innovation can be practiced with the involvement of employees.	From April 2019- March 2022	Implementation of the corporate culture is essential in terms of new governance involvement. It can change the operations of the organization.
Innovation	The health related service and	From June	It is likely to enhance the

TASK 3-INNOVATION REPORT

<p>in the approaches of the CSR applications are vital to serve a wide community</p>	<p>safety for the people are essential. Self-help health group formation is essential to promote the health related facilities in the community and ensure well-being of the people</p>	<p>2019-December 2019</p>	<p>faith of the consumer base towards the organization. Better society development is possible through the initiatives.</p>
<p>Alliance development is another important concern that can expand the CSR operation of the organization.</p>	<p>Reusable material application along with the serving the wider community is possible through contact with the international organizations such as UNESCO, who can expand the corporate social cause to greater consumer base in less time</p>	<p>From June 2019-December 2019</p>	<p>The organization can ensure the application of the strategic innovation to reach wider community and better CSR outcome can be expected from this.</p>

Conclusion

Therefore, the findings of the report have highlighted the fact that transformation leadership has the capability to support the selected strategic innovation plan to implement in the organizational context. Development of the creative culture in the organization is vital among the employees so that the innovation process can be practiced in the organizational context. The drivers of the innovation in the telecommunication industry are subjected towards many other factors such as transmission, corporate, society and environmental drivers. The impact of spectrum and radiation is higher in case of telecommunication organization and thus proper CSR solutions with innovation have been developed in this context. Change in the corporate governance and the strategic alliance development along with the new technological adoption in the operational process can ensure the sustainability in corporate social practices.

References

- Anser, M. K., Zhang, Z., & Kanwal, L. (2018). Moderating effect of innovation on corporate social responsibility and firm performance in realm of sustainable development. *Corporate Social Responsibility and Environmental Management*, 25(5), 799-806.
- Avram, D. O., Domnanovich, J., Kronenberg, C., & Scholz, M. (2018). Exploring the integration of corporate social responsibility into the strategies of small-and medium-sized enterprises: A systematic literature review. *Journal of Cleaner Production*.
- Boateng, H., & Abdul-Hamid, I. K. (2017). An evaluation of corporate social responsibility communication on the websites of telecommunication companies operating in Ghana: Impression management perspectives. *Journal of Information, Communication and Ethics in Society*, 15(01), 17-31.
- Brammer, S., He, H., & Mellahi, K. (2015). Corporate social responsibility, employee organizational identification, and creative effort: The moderating impact of corporate ability. *Group & Organization Management*, 40(3), 323-352.
- Chomvilailuk, R., & Butcher, K. (2016). Evaluating the effect of corporate social responsibility communication on mobile telephone customers. *Journal of Retailing and Consumer Services*, 33, 164-170.
- Frynas, J. G., & Yamahaki, C. (2019). Corporate Social Responsibility: An Outline of Key Concepts, Trends, and Theories. In *Practising CSR in the Middle East* (pp. 11-37). Palgrave Macmillan, Cham.
- Gavronski, I., Klassen, R. D., Johnson, P. F., & Naranjo, F. (2018, July). Management Temporal Orientation: Linking Operational Investment to Corporate Social Responsibility. In *Academy of Management Proceedings* (Vol. 2018, No. 1, p. 18376). Briarcliff Manor, NY 10510: Academy of Management.
- Herrera, M. E. B. (2015). Creating competitive advantage by institutionalizing corporate social innovation. *Journal of Business Research*, 68(7), 1468-1474.

TASK 3-INNOVATION REPORT

- Islam, M. A., Haque, S., Dissanayake, T., Leung, P., & Handley, K. (2015). Corporate disclosure in relation to combating corporate bribery: A case study of two Chinese telecommunications companies. *Australian Accounting Review*, 25(3), 309-326.
- Luo, X., & Du, S. (2015). Exploring the relationship between corporate social responsibility and firm innovation. *Marketing Letters*, 26(4), 703-714.
- Obeidat, B. Y. (2016). Exploring the Relationship between Corporate Social Responsibility, Employee Engagement, and Organizational Performance: The Case of Jordanian Mobile Telecommunication Companies. *International Journal of Communications, Network and System Sciences*, 9(09), 361.
- Ozdora-Aksak, E. (2015). An analysis of Turkey's telecommunications sector's social responsibility practices online. *Public Relations Review*, 41(3), 365-369.
- Ramos, M. I. G., Manzanares, M. J. D., & Gómez, F. G. (2018). The effect of technological posture and corporate social responsibility on financial performance through corporate reputation. *International Journal of Innovation: IJI Journal*, 6(2), 164-179.
- Sierra-García, L., Zorio-Grima, A., & García-Benau, M. A. (2015). Stakeholder engagement, corporate social responsibility and integrated reporting: An exploratory study. *Corporate Social Responsibility and Environmental Management*, 22(5), 286-304.
- Yeh, Y. P. (2015). Corporate social responsibility and service innovation on customer loyalty: An empirical investigation in wealth management services. *International Journal of Bank Marketing*, 33(6), 823-839.