

How to Measure Innovation?

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Innovation has always been a buzzword, but not unduly. Today the developed nations are wealthier than ever, in terms of real GDP and this is largely attributable to productivity advancements driven, to a great extent, by innovation. Since the crisis began last year, innovation elevated to an all new highness and became a mantra.

We are also familiar with the saying, „what gets measured gets done” and partly due to the agent-principal problem what I experience as a trainer and OD expert is, that way too many firms simply do not measure their own and their competitors’ innovation. My paper is a collection of suggestions in terms of innovation metrics for companies to become more innovative.

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