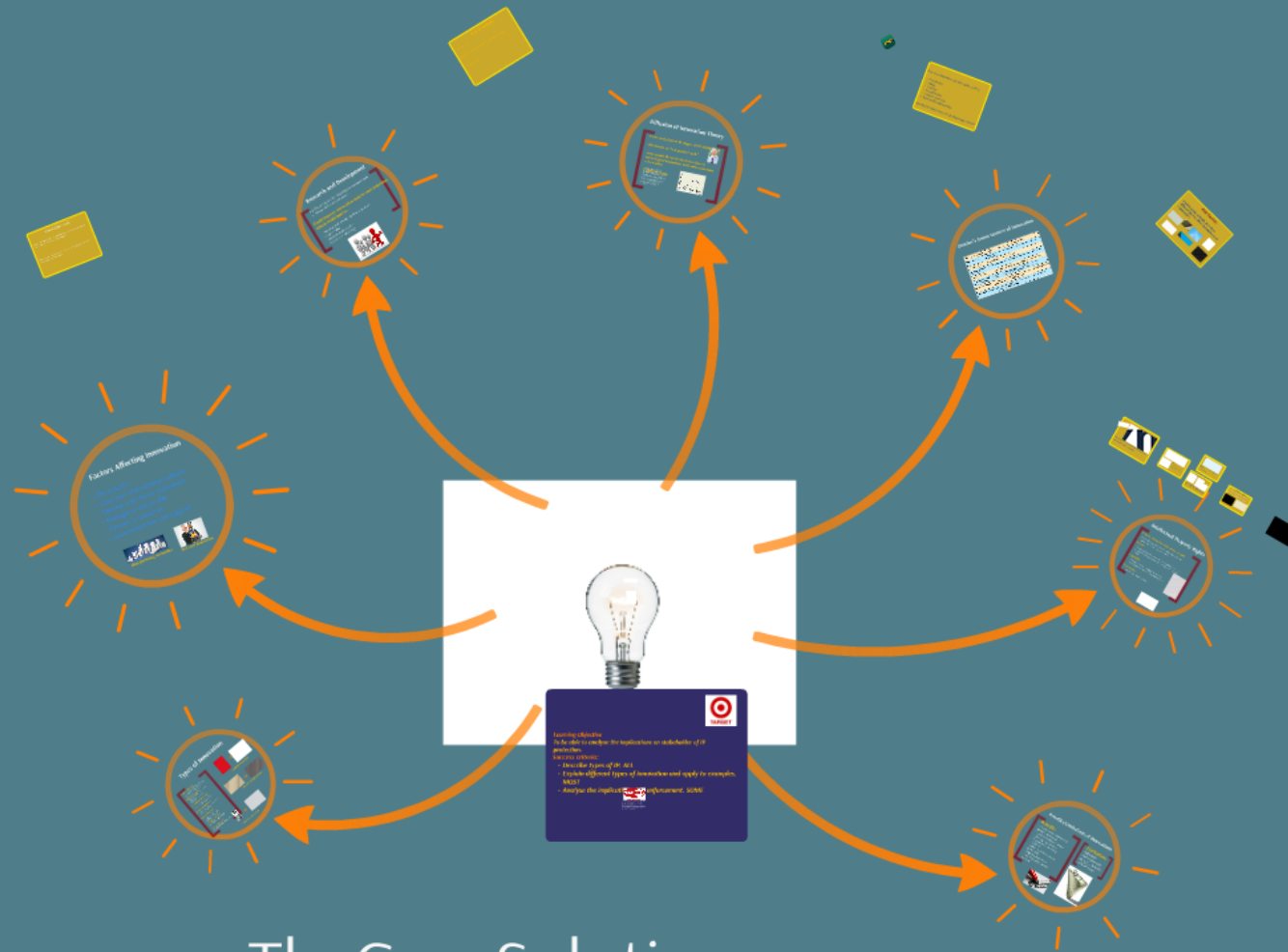


Treatment of Research and Development Cost Harvard Case Solution & Analysis



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innovation is the process of commercially pioneering new ideas and solutions in the production process. innovation and invention are highly linked.

Explain the different types of innovation, provide examples

Distinguish between adaptive and innovative creativity



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5.6 Research and Development (HL only)

The importance of research and development for a business

AO3

The importance of developing goods and services that address customers' unmet needs (of which the customers may or may not be aware)

AO2

HL only	Depth of teaching
<p>The following types of innovation:</p> <ul style="list-style-type: none">• product• process• positioning• paradigm	AO2
<p>The difference between <i>adaptive creativity</i> (adapting something that exists) and <i>innovative creativity</i> (creating something new)</p>	AO2
<p>How pace of change in an industry, organizational culture and ethical considerations may influence research and development practices and strategies in an organization</p>	AO3

Research and Development

R & D refers to the investigating the unknown such as new products and processes.

***Could improve innovation and/or cost reduction.
Which could lead to...***

- increase performance of firm or product
- higher sales
- increase market sales
- first-mover advantage



How does R&D relate to tools studied such as:

- BCG Matrix
- SWOT
- STEEPLE
- Ansoff Matrix
- Product Life Cycle
- Position/Perception Map

Identify the advantages and disadvantages of R&D



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