

The Role of Innovation in The Modern Economy

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ABSTRACT

In today's contemporary economy, innovation is one of the most important forces that drives both economic growth and progress. It entails coming up with new concepts, products, services, processes, and business models, as well as putting those concepts into action, in order to create value and make operations more efficient. Companies that are innovative are in a better position to produce new products and services that meet the need of customers. This, in turn, leads to greater sales, the development of new jobs, and overall economic growth. In addition, innovation is what drives the creation of new technologies and processes, which in turn increase productivity and efficiency, resulting in the birth of new industries as well as new prospects for company owners and executives. Additionally, innovation has the ability to assist society by tackling social difficulties such as healthcare, education, and environmental concerns. These efforts result in societal benefits. Therefore, in order for businesses and whole economies to maintain their level of competitiveness on the international market and to guarantee continued economic growth and development, they must continue to engage in innovation and the creation of new ideas, goods, and services. The purpose of this study is to perform a literature review on the topic of the role that innovation plays in the contemporary economy, with a particular focus on the Schumpeterian model of economic growth. The model places a strong focus on the role that innovation plays in the process of generating economic growth and suggests that innovation is the primary driver of economic growth in the long run. In addition to this topic, the paper discusses the connection that exists between innovation, productivity, and competitiveness, with particular focus on the necessity of policies that encourage innovation.

Keywords: Innovation, Modern, Economy

Introduction

The academic and policy world's interest in the topic of innovation is expanding, according to whatever metric you want to use. The business news is filled with stories about successful innovations and the effects such innovations have had on the economy and society. There has never been more research on innovation conducted in academic business literature; the constitutive determinant and outcome elements of innovation have been dissected and analysed, with findings generally supporting the notion that innovation is a means by which organisations can achieve greater efficiencies, effectiveness, financial performance, and strategic performance. Systematically, within industries, within nations, and within the international economy, innovation improves aggregate performance. This is accomplished through the adoption of enhanced operational efficiencies, the introduction of novel products and services to meet emerging wants and needs, and the introduction of improved marketing regimes. Both the processes of knowledge production and the processes of knowledge dissemination, in which companies and other agents learn from the most successful practises produced elsewhere, contribute to the overall improvement of these aspects of performance brought about by innovation. The fact that successful innovation may be assessed via the observation of a functioning and effective procedural system just as much as it can be measured through the observation of an output (such as a new product or service) makes it highly complex to measure, investigate, and analyse. This is only one of the obstacles. Throughout the process of writing this chapter, we have kept this problem in mind. We have tried to place as much of our attention as we can on the contextual aspects of organisations and systems that either help or get in the way of the creation of innovative processes and results. When seen from an economic perspective, the development and widespread adoption of new technologies and methods have the potential to raise the factor productivities of both labour and capital, hence raising the overall factor productivity of businesses, industries, and economies. Innovative technologies and processes can be observed in both tangible and intangible forms; for example, as the creation and/or adoption of new processes and procedures within firms, in the form of new capital (plant, equipment, software, etc.), and as

improved worker skills, among numerous other incarnations. The term "innovative technologies" is an abstraction; innovative technologies and processes can be observed in both tangible and intangible forms.

OBJECTIVES

1. Conduct research into the role that technological advancement plays in driving economic expansion, with a particular emphasis on the Schumpeterian model of economic expansion.
2. Please provide a comprehensive review of the research that has been done on the topic of the importance of innovation in today's economy.

Technological innovation and economic change

Joseph Schumpeter (2021) and many others who have come after him (for example, the exogenous growth model developed by Robert Solow in 2020) have observed that innovation and technological development are crucial drivers of economic growth both inside individual enterprises and cumulatively across economic systems. In point of fact, from the time of the Industrial Revolution onward, it is difficult to conceive of a society in which the introduction of new goods and services has not been preceded by some scientific breakthrough. On the one hand, changes that are exogenous (externally derived) relative to companies and industries are making innovation both more important to economic development and more widespread inside firms, industries, and economies. On the other hand, exogenous changes are making innovation more prevalent within economies. Increased globalisation and industrial diversification are providing the environment for more complex product and service value chains. These value chains involve companies collaborating in the development of more sophisticated product and service offerings. Because of the increased interdependencies between enterprises, there are now greater options for firms to specialise their offerings and for new product and service developments. The convergence of the telecommunications, information technology, and media industries, which has shown itself in the form of new multimedia gadgets like Apple's i-Pad and i-Phone, is one example of such a development that has been occurring recently. Users are able to interact with one another as well as with the information that is made available by various media businesses thanks to these gadgets. Importantly, Apple products were founded on significant advancements in mobile telecommunications and digital media technologies that were created outside of Apple's own bounds. This was a key factor in Apple's competitive advantage. It has established a highly successful business model by integrating and re-combining various technologies and by creating ties with the music, entertainment, and telecommunications industries in order to construct a powerful and defensible company strategy. This has resulted in the creation of a very successful business strategy. However, there is little data to draw any strong conclusions regarding the good effects that innovation has on the company that sponsors it. The sequential and interconnected processes that comprise effective innovation (beginning with financial investment in invention and progressing through research and development before culminating in commercialization) all necessitate hazardous decisions on the part of companies and their management. At each stage of the developmental life cycle, the competitive vagaries of industries and customers may act against the sponsoring business, rendering the firm's investments useless and potentially eliminating value that was incorporated in goods, services, and skills that were abandoned. There is evidence to suggest that periods of invention tend to coincide with disturbance and uncertainty in the industries in which innovation is occurring; both of these factors make it more difficult to plan. The concept of Schumpeterian 'creative destruction' is brought into existing sectors and economies through innovation. There will be both winners and losers as a result of the reimagining of products and services as well as the revitalization of value-adding processes brought about by the introduction of novel business practises. At the business level, the advantages of the emerging leaders come at the price of the laggards who fail to pre-empt technological and market change. While the economy as a whole may profit

from new, innovative, and more effectively produced products and services, at the firm level, the gains of the rising leaders come at the expense of the laggards.

LITERATURE REVIEW

It is generally agreed upon that innovation is a substantial contributor to economic growth, and the significance of this contributor has been recognised in academic literature for several decades. The objective of this literature review is to offer an overview of the extant literature on the role of innovation in the contemporary economy, with an emphasis on the Schumpeterian model of economic growth. This evaluation will be done in the context of an economic growth model. The evaluation also takes into account the connection that exists between innovation, productivity, and competitiveness, as well as the policies that are in place to foster innovation.

The Impact of Innovation on Economic Growth:

The body of research on economic development and innovation is expansive and has developed significantly throughout the course of time. In the early part of the twentieth century, Joseph Schumpeter developed the Schumpeterian model of economic growth. This model places particular focus on the role that innovation plays in the process of creating economic growth. According to Schumpeter, innovation is the long-term engine of economic growth since it creates new industries, commodities, and services while simultaneously boosting productivity and competitiveness. This is why innovation is considered the "innovation engine." Innovation, in the context of Schumpeter's paradigm, results in the creation of new economic possibilities while simultaneously eliminating inefficient business models and established sectors. Because of this, economies that are more creative have a greater chance of achieving better levels of economic development and faster rates of growth than economies that are less inventive. The Schumpeterian model of economic growth has been supported by a number of studies that have presented actual facts in its favour. For instance, Aghion and Howitt (2020) developed a model that illustrates how innovation contributes to economic growth by boosting both productivity and competitiveness. This model was published in the year 2020. They argued that innovation results in the creation of new goods and services, which in turn increases competition and ultimately leads to advances in productivity. In addition to this, innovation inspires the accumulation of human capital, which ultimately leads to an improvement in overall productivity. In a similar vein, Romer (2020) developed a model that illustrates that the major driver of economic growth is the expansion of technological capabilities. According to Romer, technological progress is the result of expenditures in research and development (R&D), which results in the generation of new ideas and products. This leads to higher levels of production as well as enhanced economic success. Productivity, inventiveness, and aggressiveness in the market.

2.2. Innovation, productivity and competitiveness:

The relationship between innovation and productivity and competitiveness cannot be severed. Productivity refers to the quantity of output generated relative to the amount of input used, whereas competitiveness refers to a company's capacity to compete successfully in a given market. Innovative businesses have a greater chance of being productive and competitive. This is due to the fact that innovative businesses are better equipped to develop and promote new goods and services, adjust to changing market conditions, and enhance efficiency. The relationship between innovation, productivity, and competitiveness has been the subject of research from a number of different studies. For instance, Griffith et al. (2016) found that innovative ideas lead to increased levels of production. They looked at the effect that innovation had on the productivity of a sample of manufacturing companies in the United Kingdom and found that businesses that developed new products or procedures had a competitive advantage over those that did not innovate. In a similar vein, Criscuolo and colleagues (2012) found that innovative ideas increase the productivity of service businesses. They investigated the relationship between innovation and productivity in a selection of service companies in the United Kingdom and found that businesses that introduced new products or procedures had a greater level of success than those who did not. Additionally,



creativity and competitiveness are intricately interwoven with one another. For example, Hausmann et al. (2017) argued that innovation is a critical factor in rising nations' ability to compete effectively in their respective industries. They looked at the link between innovation and competitiveness in a sample of sixty developing countries and found that countries with higher levels of invention were also countries with higher levels of competitiveness on the international market. In a similar vein, Porter (2018) asserted that one of the most important factors that drives competitiveness in industrialised countries is innovation. He asserts that innovative firms have a greater chance of competing successfully in global markets because they are better equipped to create and promote new goods and services, adapt to shifting market circumstances, and increase efficiency. He bases this assertion on the idea that inventive organisations are more likely to be successful.

2.3. Policies that Encourage Innovation:

It is essential to formulate policies that support innovation given the significance of innovation to the growth of the economy, the level of productivity, and the level of competition. Innovation may be supported by governments and governments through the provision of financial assistance for research and development, the provision of tax incentives to enterprises that innovate, and the encouragement of collaboration between the private sector and academic institutions.

Mazzucato (2013) investigated the role that the government plays in fostering innovation and proposed the idea that governments may play the role of investors and risk-takers in order to encourage innovation. She stressed that the government may support R&D initiatives that the private sector may not be able to fund or may not be willing to fund, as well as providing funding for early-stage creative firms that may not have access to traditional forms of financing. Both of these possibilities are possible for the government.

In a separate research conducted by the OECD in 2015, numerous different policy tools that may be applied to the promotion of innovation were identified. There are three types of instruments: financial instruments, regulatory instruments, and non-financial instruments. Some examples of financial instruments include grants, tax credits, and loans. Examples of regulatory instruments include intellectual property protection and standard-setting. Examples of non-financial instruments include public procurement and innovation networks. According to the findings of the study, in order to create an environment that is conducive to innovation, it is necessary to use a variety of various policy measures. In addition to steps taken by the government, efforts spearheaded by industry can help stimulate innovation. Open innovation initiatives, for instance, which involve collaboration between businesses, educational institutions, and other groups, might make it possible for individuals to share their knowledge and ideas, which can ultimately lead to the creation of new products and services.

In a research that highlighted the significance of open innovation in terms of fostering invention, Chesbrough (2021) argued that businesses may benefit from external sources of innovation by collaborating with other companies. This was one of the key takeaways from the study. In addition, policies that stimulate the growth of entrepreneurship and small businesses may be an important driver of innovation. Small businesses are typically the origin of novel concepts; thus, policies that make it easier for such businesses to have access to financing, training, and mentorship may be of great assistance to such businesses in expanding and developing their distinctive concepts.

Audretsch (2021) underlined the significance of entrepreneurial activity in the process of fostering innovation. He said that policies that stimulate entrepreneurial activity can result in the establishment of new enterprises and the creation of innovative technology. Last but not least, in order to cultivate an environment that fosters economic development and competitiveness, it is essential to have policies in place that support innovation. In order to successfully support innovation, it is necessary to have government rules, initiatives led by industry, and policies that stimulate the development of small businesses and entrepreneurial endeavours. To foster an atmosphere that is receptive to new ideas, it is necessary to employ

a number of distinct policy instruments in concert with one another. Furthermore, decision-makers need to conduct ongoing evaluations of the effectiveness of these policies to determine whether or not they are accomplishing the objectives that they set out to achieve.

CRITICAL ANALYSIS OF LITERATURE

According to the research that was looked at, innovation is extremely important for economic growth, as well as productivity and competitiveness. The Schumpeterian model of economic growth posits that innovation is the primary agent of long-term economic growth. Innovation is credited with the birth of new businesses, products, and services while simultaneously boosting productivity and competitiveness. The empirical studies that support this model indicate that innovation promotes competitiveness, which leads to increased economic prosperity. Innovation also increases productivity and efficiency, which raises productivity and efficiency. According to the research that has been conducted, policies on innovation are extremely important for fostering creativity and establishing an atmosphere that encourages economic growth and competitiveness. It is essential for the government to provide help in the form of research and development (R&D) subsidies, tax benefits for creative businesses, and the encouragement of collaboration between industry and universities. Innovation may be helped along by industry-led initiatives such as open innovation activities, as well as through legislation that encourage entrepreneurship and the growth of small businesses. Even while the literature stresses how important innovation policies are, it also highlights how important it is to have a diverse set of policy instruments at one's disposal in order to cultivate an atmosphere that is conducive to innovation. In addition, the effectiveness of these policies has to be assessed on a consistent basis in order to confirm that they are producing the anticipated outcomes. The body of research available overwhelmingly argues in favour of innovation's contribution to economic development, productivity, and competitiveness. Policymakers, business owners, and corporations all need to acknowledge the significance of innovation and work to develop and implement regulations that encourage and support the process.

RESEARCH METHODOLOGY

This portion of the research paper will outline the processes that were utilised to undertake a literature study on the role of innovation in the modern economy, with an emphasis on the Schumpeterian model of economic growth. In addition, this section will discuss the findings of the literature review. This part will also address the connection between innovation, productivity, and competitiveness, with an emphasis placed on the requirement for inventive policy. The technique will involve the phases that are outlined in the following paragraphs:

The formulation of research questions involved developing the questions in a manner that was consistent with the aims of the study. These are the questions that are going to direct the reading of the literature and the subsequent analysis:

- a) What role does innovation play in today's economy?
- b) Using the Schumpeterian economic growth model, how does innovation foster economic growth?
- c) What is the relationship between modern-day innovation, productivity, and competitiveness?
- d) What are the policies in the modern economy that encourage innovation?

Literature search: A number of academic databases including JSTOR, Google Scholar, and Science Direct will be utilised in order to conduct the search for the relevant literature. The following terms will be used as the keywords: "innovation," "economic growth," "Schumpeterian model," "productivity," "competitiveness," and "policy." In addition to this, the search will look through relevant articles and books that were found in the original search results.

Literature review: The process of doing the literature review will involve reading and assessing the many articles and books that have been chosen. The review will provide a synopsis of the most important results from each paper and book, identify important themes, and highlight areas of knowledge that are currently lacking.



Data analysis: The data that was acquired from the literature review will be reviewed so that the links that exist between the key themes can be identified, and so that the research questions can be answered. Tables, graphs, and diagrams will be used to classify the data and offer a summary of it so that the findings may be presented in a way that is both clear and thorough.

Conclusions and recommendations: The findings from the examination of the data and the research done in the literature will be utilised to develop conclusions and suggestions. While the conclusions will provide an overview of the most important results and answers to the study's questions, the suggestions will concentrate on policies and strategies that encourage innovation in today's economy.

Citations and references: In the study paper, the American Psychological Association (APA) reference format shall be utilised. At the conclusion of the document, the references will be provided in alphabetical order, and in-text citations will be used to give credit to the many sources that were used for the information throughout the paper.

Overall, this research strategy will provide a rigorous and methodical manner to undertake a literature review on the role of innovation in the modern economy, with an emphasis on the Schumpeterian economic growth model as the primary topic of discussion. By utilising this method, the research aims to present a comprehensive analysis of the significance of innovation, its connection to economic development, productivity, and competitiveness, as well as the policies that promote innovation in the economy as it exists today.

RESULTS AND DISCUSSIONS

The Schumpeterian model of economic growth is a conceptual framework that emphasises the significance of innovation in the process of generating economic growth. In 1911, Austrian economist Joseph Schumpeter wrote "The Theory of Economic Development," in which he expanded this theory further. Innovation, according to Schumpeter, is the primary factor driving economic growth over the long run. In this model, innovation encompasses not only the production of new goods and services but also the formulation of new methods of production, organisational structures, and the cultivation of fresh consumer bases. Schumpeter emphasised the significance of innovation as a means of fostering economic growth since it enables businesses to increase their profits by conceptualising and putting into action novel business strategies. The paradigm suggests that innovation leads to the establishment of brand-new industries while simultaneously causing the demise of established ones. This process, also known as creative destruction, is essential for sustained economic expansion since it leads to the closure of businesses that are inefficient and the launch of others that are more successful. Schumpeter was of the opinion that the process of creative destruction would eventually lead to an economy that was more productive and would see increased rates of economic growth. The Schumpeterian model of economic growth is one that modern economists have, for the most part, accepted and expanded. The expansion of a number of different sectors, including the technology sector, has been modelled using this framework. For instance, the development of the internet and digital technology has led to the birth of new enterprises like e-commerce and social media, yet at the same time it has undermined traditional sectors like retail. The Schumpeterian model of economic growth places a strong focus on the need of enacting policies that foster innovation. Governments have the ability to foster innovation through the funding of research and development (R&D), the provision of tax benefits to businesses that innovate, and the protection of intellectual property rights. These policies are essential because they enable firms to make investments in research and development (R&D), which in turn leads to the creation of new products, services, and processes. In conclusion, the Schumpeterian economic growth model emphasises the crucial role that innovation plays in ensuring the continuation of economic growth over the long term. This model has been put up as an explanation for the expansion of a number of different businesses, including the technological sector. Additionally, the model highlights the necessity of policies that foster innovation, such as investing in research and development (R&D) and preserving intellectual property

rights (IPR). Continued engagement in innovation on the part of governments, businesses, and other stakeholders is required to ensure sustained economic growth and development over the long term.

CONCLUSION

The Schumpeterian model of economic growth has offered a conceptual framework for conducting research on the part that innovation plays in fostering economic expansion. According to the paradigm, innovation is what drives long-term economic growth. This includes not only the invention of new products and services, but also the development of new production methods, organisational structures, and the emergence of new markets. In other words, innovation encompasses more than just the creation of new goods and services. Economists of the modern day have adapted and expanded upon this model so that it may depict the growth of a variety of sectors, including technology. The fundamental creative destruction process that the Schumpeterian model entails has been a significant contributor to the advancement of economic growth. This process has been responsible for the closure of less profitable businesses and the launch of new enterprises. This pattern has been observed across a range of business sectors, including the technology sector, where the proliferation of the internet and digital technologies has resulted in the formation of new businesses, such as e-commerce and social media, while at the same time reducing the market share of conventional sectors, such as retail. It is impossible to emphasise the value of enacting policies that encourage innovation. It is possible for governments to encourage innovation by making financial investments in research and development, by offering tax breaks to companies that innovate, and by defending the rights of the owners of intellectual property. These policies are essential because they make it possible for firms to spend in research and development (R&D), which in turn leads to the development of new products, services, and procedures. This, in turn, leads to the continued growth and development of the economy. In addition to this, the Schumpeterian method places a focus on the significance of stakeholders actively participating in ongoing innovation. Instead of being a one-time occurrence, innovation is an ongoing process that calls for research and development as well as the generation of novel ideas. Companies that want to stay competitive need to make investments in innovation, and governments need to keep working to create a climate that is favourable to innovation. It is equally vital to acknowledge that innovations can have significant repercussions for both society and the natural environment. The introduction of new technologies may result in an increase in the number of available employment and in the quality of life. However, this might result in employees being laid off from obsolete sectors, in addition to having a substantial impact on the surrounding environment. As a consequence of this, the authorities are obligated to make certain that innovations are both socially and ecologically responsible, and that the benefits of innovations are distributed in an equitable manner.

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