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**IF I WERE TO INVENT SOMETHING NEW**

The Evolution of Innovation Schumpeter first described the role of innovation in creating growth, and posed an innovative entrepreneur as the key player. He focused on innovations that create a significant disruption. Since Schumpeter, there has been substantial change in the way we think about innovation. First, while there are still theories that suggest that innovation is primarily a function of the single entrepreneur the dominant models treat the process of innovation as at least partly separable from the individual who carries it out. These models are described in paper; included in the space economy are paper. Next, deeply technological models continue to highlight the importance of research and development to the process of invention. However, the innovation literature now pays a similar, or at least as much, attention to ideas that did not originate through traditional R&D.

Introduction Innovation matters more and more. Advanced economies are competing on their ability to create and deploy new products and processes. Emerging economies are also starting to use innovation to move up the value chain. Even when economies are not in motion, leading firms must innovate to stay at the top of their industry. And above and beyond its role in driving economic growth through rising productivity, there are many other reasons to be interested in innovation: social progress, environmental sustainability, and more. Innovation is receiving attention in the policy world, as governments seek to harness the power of innovation to support economic growth and social prosperity.

In the light of this, it is very important that the culture of the company supports innovation development as well as finds ways for the employees to use their creative abilities in decision-making situations. The objective should be to select decisions in internal and external paths and solve problems in unique ways by increasing the probability of changes in products, services, processes, and systems. The ipso facto resultant differentiation can result in success for the company.

An article published in Forbes established a simple definition of: "Innovation is creativity that is relevant." Indeed, creativity is a capacity that is intertwined with innovation, and it refers to the development of new and imaginative ideas. The novelty concept is central to creativity. The merger between novelty and market-salience generates the effectiveness of the concept of innovation to address the problem of how to combine an endless series of ideas and possibilities into practical and desirable ones. Therefore, while creativity is about the generation of ideas, innovation is their implementation.