

## THE INNOVATION FROM CULTURE CREATION ISSUES WITHIN AUTOMOBILES INDUSTRY

Ya Ling Tsai

Southern Taiwan University of Science and Technology, Taiwan  
rebecca@mail.stust.edu.tw

### **Abstract:**

The goal of this research is to investigate the innovation from culture creation issues from the automobiles industry. The first one this research discuss that elements of innovation link to the cultures creation issues from automobiles industry environments. From this research, we discuss the value on the innovation from culture creation that to find out the factors from automobiles industry. There are two purpose of this study: one is to find out what is the really value from culture creation within automobiles industry. The other one is to explore how to innovation from culture creation within automobiles industry. We expect to find further value and the way of innovation work from automobiles industry.

*Keywords: innovation, culture creation, automobiles industry, the innovation of culture creation*

## 1. INTRODUCTION

The goal of this research is to investigate the innovation from culture creation issues from the automobiles industry. The innovation is not only focus on the innovation of products but also can create to the culture creation for the industry. The automobiles industry is always image on the strong and hard industry. How and why can they to create the culture creation for their organization? And what is the purpose for them? Is it for their brand image or customers services? Do this one to provide the customers' value?

From this research, we discuss the elements of innovation first, and then how to link the cultures creation issues from automobiles industry. What is the cultures creation for automobiles industry? How to link the innovation or the cultures creations? How do the cultures creation to express the automobiles industry?

The principle of culture creation is to do the innovation for the automobiles industry. From this study we need to discuss the value from the culture creation for their customers. Yet, the value of culture creation is good for the automobiles industry to change their brand image.

Finally, this research employment two points: how to find out the really value from cultures creation within automobiles industry. And the elements of innovation come from the culture creation within automobiles industry.

## 2. LITERATURE REVIEW

Danny et al., (2002) referred to the innovation become to increase from 1990s. He point out the innovation can come from the collaboration. The industry companies can work together on the innovation. They are the same or different industries but focus on collaborate for the innovation. Anna and Lars-Erik (2001) said the industries have improved their performance because depend on the technology, as like Just-in-time, total quality management and collaborate with their suppliers. For example, Toyota management is very famous all over the world. They have the manufacture process and also collaborate with their suppliers in the world. This extends to the supply chain management. As can be seen, when industrial companies want to do the innovation also can collaborate with their suppliers together. On the other hand, how about the innovation of culture creation, do they need to collaborate with their suppliers or do it by them?

From the innovation word for explain it; it is quite talk about the new, something new, some processes new, and some organization new. Nevertheless, it is kind of change and better from the change. From the industrial view when they do the innovation if not focus on their manufacture processes or organization management. Do they do the innovation from the other points, for example, they do their innovation for the collaboration with the other industrial companies, this maybe to create the unbelief innovation. The automatable industries always give the representation is strong. How can they to link the culture creation?

From Franck et al., (2008) 's research to analysis some authors, the innovation also can define to the developing and to generate the new knowledge. They also referred from the other authors reports said the innovation can create the value for successful. However, they think must to know the preparation and how the significant for the innovation is after the companies do the innovation that can let the innovation project to be a long term and still to maintain. There are to be the companies' mission and to involve the organization culture for companies' management system. The business firms always let the innovation concept to be the management goal. It is to be a key for business firm successful for doing the innovation.

Benn L., (2001) point out the model for innovation which are including Knowledge Innovation, Capability, Mainstream, Activities, Innovation, New stream, Vision and strategy, Harnessing the competence base Organizational intelligence, Creativity and idea management, Organizational structure and systems, Culture and climate, Management of technology, Innovation, Performance, Firm Performance. From his referred that the model of innovation, we also know the elements of innovation on those factors. The knowledge is very important for the innovation, when firms have the professional knowledge is an ability to do the innovation. And then can to make the new system for the organization. It is without doubt the organization cultures are a key to do the innovation. When the

organizations have the common goal to do the innovation always, they used to think of the innovation all the time. In addition to this, the technology also can support the organization to do the innovation. Conversely, those of innovation can to increase the firms performance. Yet, on the other hand, when the business firms want to increase their performance and then must to do something innovative for their companies. It is also can say the innovation strategy. That can say the rule for industrial companies to do the innovation.

Benn L., (2001) argued the innovation because of the demand and to expand the markets. The competitive marketing environment pushes the industrial firms to do the innovation. The business firms face the competitive environment need to think of their products different or new from the other products. From the innovation point, we need to know the demand from the companies and to create the new markets. In addition to this, Benn L., (2001) said the innovation capability need to integrate the new system and maintain it all the time. This also can do the cost down and improve the quality for the organizations.

Oliver et al., (2010) said "Creating a culture that values outside competence and know-how is crucial for open innovation practice." That means the organization do the innovation and then to be the cultures. And they referred that culture pressure many factors as like the values of the company, information systems, communication skills, supplier evaluation and so on. However, they were many authors discuss about innovation to be the organization culture. Yet , in this research will do the survey how the automobiles industry do the culture creation on the innovation issues.

Rashis et al., (2004) said the culture for organization is including holistic, historically determined, and socially constructed. The can see from the organization behaviour and image to be the features of organization. It is also the relationship come from the organization's members and the valued for the companies or their customers. Jacobides et al., (2006) referred the "value appropriation, first by pointing out the importance of "industry architectures", that is this study purpose of the culture creation how to involve the automobiles industry.

The innovation can to be a process to learn and create to be new knowledge (Lam, 2008). The is a advantage for firms to do a very good customers service. In addition to this, Mudambi (2008) said "More and more creative firms are recognizing that technology platforms can enrich their interface with their customers or audiences." He referred the business firms focus on their brands, communities with their attendance to be a culture.

Kandampully (2002) said "Innovation, therefore, nurtures a culture in which there are fewer hindrances to the synergy of thoughts and actions on behalf of the customer." This can let the business firms provide higher value for their customers. On the other hand, Todtling and Trippel (2005) innovation is a regional policy for business firms. That is a strategy for the firms to do and to develop the new culture creation for firms have the other brand image. This is good for firm to develop their innovation policy .

### **3. METHODOLOGY**

Based on the above discussion, this research will use qualitative research. It is suitable for qualitative research one is to find out what is the really value from culture creation within automobiles industry. The other one is to explore how to innovation from culture creation within automobiles industry. This research will chose a automobiles industry company. This researcher carried out studies of each organization in order to design unstructured interviews. It was necessary to list the questions before interviewing the respondents in the organizations. This produced an expression of each case study that was different and depending on the source of data and the contributors.

There are several reasons for choosing interview case studies: Firstly, the case study allows a mixture of data collection and background information of the organizations to achieve the survey. Secondly, the low number of firms and the available participants are too few to undertake a research survey. Nevertheless the case study can profit well from a small number of research sites. The case study is very flexible, which means the researcher can investigate phenomena as things happen naturally in the company involved.

On the other hand, the research's theory development is suited to case studies, and theory development as part of the design phase is essential, whether the ensuing case studies' purpose is to develop or test theory. That is the strategy for case study; to discover the in-depth information.

#### 4. LIMITATIONS OF THE STUDY

The main limitations of this research are due to the interview time available, making it difficult for the researcher to observe the marketing department. Therefore the findings lack more detailed discussion of operations about culture creation. The other reason is that marketing management confidential and the company wished to remain anonymous. This meant having some limitations on the data and references presented in the findings chapter.

The other one is the lack of agreement on theory and fieldwork generalizations from the findings. The location of geography is limited. The fieldwork has a specific context so that it may not be suitable to generalize the findings to the field of brand management. The presentation of these findings is expected to be of benefit to business firms who wish to build up their culture creation.

#### REFERENCE LIST

1. Anna D., & Lars-Erik G., (2001), *The Construction Industry as a Loosely Coupled System – Implications for productivity and innovatively*, 17th IMP Conference, 9th-11th September, Oslo, Norway
2. Asheim B., & Coenen, L., (2005), *Contextualizing Regional Innovation Systems in a Globalizing Learning Economy: On Knowledge Bases and Institutional Frameworks*, paper no.5, Circle Lund University
3. Benn L., (2001), Developing innovation capability in originations: a dynamic capabilities approach, *International Journal of Innovation Management* 5(3) (September 2001) pp. 377–400
4. Cooke P. (2005), Regionally asymmetric knowledge capabilities and open innovation Exploring 'Globalization 2'----- A new model of industry organization, research policy, 34, pp.1128-1149
5. Danny M., Andres C & Keith C. (2002), Learning, innovation and regional development: a critical appraisal of recent, *Progress in Human Geography* 26(3), pp.293-311
6. Franck A., Maria E., & Hans P., (2008), *Managing Learning in the automotive industry*, Gerpisa 16th International Conference
7. Geels G.W. (2005), Processes and patterns in transitions and system innovations: Refining the co-evolutionary multi-level perspective, *Technological Forecasting & Social Change*, 72, pp.681-696
8. Gernot G., (2002), Cool Projects, Boring Institutions: Temporary Collaboration in Social Context, *Regional Studies* 36.3, pp. 205–214
9. Hekkert M.P., Suurs R.A.A., Nergo S.O., Kuhlmann S., Smits R.E.H.M., (2007), Functions of innovation systems: A new approach for analysing technological change, *Technological Forecasting & Social Change*, 74, pp.413-432
10. Hildreth P., (2000), Communities of practice in the distributed international environment, *Journal of knowledge Management* 4(1), pp.27-38
11. Ireland R.D., & Webb J.W. (2007), Strategic entrepreneurship: Creating competitive advantage through streams of innovation, *Business Horizons* 50(99), 49-59
12. Jacobides M.C., Knudsen T., & Augier M., (2006), *Benefiting from innovation: Value creation, value appropriation and the role of industry architectures*, Research policy, no.35, pp.1200-1221
13. Kandampully F. (2002), Innovation as the core competency of a service organization: the role of technology, knowledge and networks, *European Journal of Innovation Management*, 5(1), pp.18-26
14. Lam A., (2008), *Organizational Innovation*, Munich Personal Repec Archive, No.11539, posted 12, November
15. MdZabid A.R., MURALI S., & Azmawani A.R., (2004), The influence of organizational culture on attitudes toward organizational change, *Leadership & Organization Development Journal* 25(2), pp.161-179
16. Mudambi R., (2008), Location, control and innovation in knowledgeintensive industries, *Journal of Economic Geography*, 8, pp. 699–725

17. Murmann J.P.,Frenken K.,(2006),*Toward a systematic framework for research on dominant designs, technological innovations, and industrial change*, research policy,35,pp.925-952
18. Oliver G.,Ellen E., & Henry C.,(2010),The future of open innovation, *Journal compilation,R&D Management*
19. Rashis M.Z.A.,Sambasivan,M.Rahman A.A.,(2004),The influence of organizational culture on attitudes toward organizational change, *Leadership & Organization Development Journal* 2(2),pp.161-179
20. Todtling F. & Trippel M. (2005), *One size fits all? Towards a differentiated regional innovation policy approach* , Research policy , 34,pp.1203-1219
21. Xueming L., (2002), Trust production and privacy concerns on the Internet a framework based on relationship marketing and social exchange theory, *Industrial Marketing Management* ,31, pp.111 – 118