AN AXIOLOGICAL PERSPECTIVE ON THE IDEA OF INNOVATION IN THE PROCESS OF DEVELOPING THE BUSINESS ORGANIZATION

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Abstract
In this paper we aim to analyze the concept of "innovation" from an axiological standpoint, as it is perceived in the field of business. At the same time, we are interested in seeing to what extent such a concept can be identified as a managerial process in organizations. In this respect, a starting coordinate point for our analysis is the idea of management of innovation. Moreover, such an analysis is focused on the structural-functional dimension of the business organization. In other words, the purpose of this paper is to identify a number of relevant aspects regarding, on the one hand, the concept of "organizational innovation" and, on the other hand, from the organizational/administrative dimension of the organization, taking into account the idea of innovative management. We therefore believe that the value utility of such an approach lies in the fact that its analysis generates potential answers and solutions for the decision-makers of the business organizations.

Keywords: Process of innovation, organizational innovation, business organization, business development, management of innovation, simplicity and complexity in business

Classificare JEL : M1, M2, D2, F6, L2

1. Introduction and context of the study

The dimension of innovation specific to the business environment reveals the existence of a process of assuming managerial strategies by the decision-makers. Thus, taking into account the strategies implemented within business organizations, the decision-makers turn into moral agents or into image representatives of organizations in which they carry out their own activities. However, they sometimes have to change their strategies to materialize their own goals resulted from the mission/philosophy of the organization. Moreover, a systematic approach to the innovative process reveals the importance of strategies established and implemented by the decision-makers (founders / top-managers).

From this standpoint, the research of the idea of managerial innovation implies the taking into account of some aspects that highlight the socio-economic reality to which the business organization refers to or at least it should refer to. Thus, the timely implementation of the management decisions in relation to the organization's strategies is possible as a result of the innovation process. Furthermore, the optimization of such strategies implies the need for a value-specific dimension of the organization.

In this regard, we can state that the innovation process is a significant indicator of the development, growth and performance of a business organization. Such an assumption can be justified by the fact that the innovation itself can generate a number of pragmatic and axiological implications at the socio-economic level. On the one hand, the innovation can be correlated with the social responsibility of the organization and, implicitly, of its employees. On the other hand, the process of innovation itself allows the capitalization of all the resources found at the organization level. Therefore, taking a managerial decision can be both the result and the cause of a process of innovation within a business organization.

2. The process of innovation in business organization

If we were to take into account the idea of innovation management [4] we can appreciate that the structural-functional dimension of any organization implies an exhaustive approach to how it grows and develops. In other words, identifying relevant aspects at the level of the innovative
management [21] reveals a whole process of contouring and delimiting of what is the relationship between simplicity and complexity. Of course, such an assumption is not easy to explain from a purely pragmatic perspective.

In these circumstances, the business innovation process in the filed of business has a number of different interpretations and approaches [13]-[20]-[9] meant to provide alternatives to the way in which such an analysis of innovation can be focused on the very issue of value visibility. At the same time, we notice in the economic practice the fact that, viewed from an axiological point of view, the economic utility presupposes the existence of a process of assuming certain managerial strategies, perceived by some authors as amoral [18]. Perhaps that is why the economic utility is also correlated with the idea of responsibility.

In fact, such an assumption is supported and put into practice by many companies. One such example is the Finisterre Company (https://www.finisterre.com/), which through innovation has responded to some issues of the real world. In other words, the entire production process within the company is based on the idea of recycling. Such an idea highlights a number of economic models with a strong local impact, models that can be correlated with the idea of social responsibility [2].

The existence of technological and administrative elements at the level of the business organization [15] are necessary and sufficient prerequisites for sustaining the idea of innovation. Moreover, such an assumption determines us to position ourselves on a purely analytical position with respect to the value field existing in the managerial dimension. In this context, the idea of innovation is highlighted by the existence of a positive value field [3] where the concept of "responsibility" and a series of its specific forms [10] become applicable at the level of an education theory [11]. So, we can say that innovation seen as a process applicable to different areas of research is an investment that can generate sustainability, efficiency and profitability over time.

Also, the existence of ethical regulations at the level of business organizations is a special way of innovation. This is an approach to the structural-functional dimension of the organization. The validity of the meanings in assuming such ethical codes involves a series of approaches designed to legitimize the need for a moral discourse [14], the decision-makers' strategies, and the employee activity. We bear in mind, in this situation, the identification of possible effects as a result of the implementation of ethical regulations.

Moreover, the legitimacy of the entrepreneurial approach of the decision-makers can gain a pragmatic connotation to the extent that the innovative process has to materialize depending on the resources employed. Even though we can talk about the moral/ethical dimension in pragmatic or non-pragmatic terms [1], we note that the dynamization of the innovative process can be correlated with the process of integrating values into the organizational system. The pragmatic conditions that make such an approach possible in our opinion highlight a typology of the way in which the decisional logic should be assumed in the managerial process.

In these circumstances, we notice that the notion of "innovation" is specific, especially, to modern entrepreneurship. Perhaps, therefore, P. Drucker [7] considers that the entrepreneurship means innovation. In other words, the importance of entrepreneurship in the development of business organizations and, implicitly, in any process of growth and development thereof is highlighted.

At the same time, being aware of the global transformations, amid the existence of conflicts and the emergence of the economic crisis and the globalization, we note that innovation has not lost any ground. On the contrary, it was also present in such situations. The issues discussed make it possible to take into account the optimal capitalization of the strategies assumed and implemented at the level of any business organization. From a theoretical and pragmatic perspective, there are a number of behavioral structures designed to give legitimacy to the entrepreneurial activities carried out at the organizational level. Moreover, the very concept of economic functionality finds itself an equivalent in the social utility dimension.

A convincing example is the globalization. Perceived as a process of integrating countries into an effective international system [12], globalization is in itself an integrative perspective that reveals a picture of the use of resources in a specific way. Thus, through such a process, the
emphasis is on concepts such as "social development", "economic policies" etc. In these conditions, the globalization expresses an image that highlights issues related to trade, society, investments, diversity, financial resources, and so on. We therefore notice the existence of an irreversible reality in which the action of factors such as technology, liberalization, competitive market is highlighted, all integrated into what some authors call an irreversible trend [17].

In this context, the economic legitimacy can be transposed over the social one, conditioning through the process of innovation the validity of the re-assessment of the principles and values assimilated and applied by such a global approach. Moreover, such an approach validates the very behavior of most of business organizations that integrate into such a system. The (De) Construction of such a global system generates a series of significant organizational strategies designed to streamline the entrepreneurial activities carried out, as well as the innovative management assumed by decision-makers (founders and top managers). That is why we believe it necessary in the present society to include moral values at the level of social responsibility, which is also possible by accepting the social creativity and, implicitly, the social innovation process.

Thus, within such an idea, it becomes urgent to assimilate a managerial structure built on the idea of innovation and logic of applicability at social level. At the same time, through the process of accountability of decision-makers, we find at the strategic level innovations that highlight the ethical/moral aspects (occurrence, implementation and development of ethical codes, ethical regulations/norms, etc.). Such situations highlight a series of normative dimensions, in which we find a series of specific moral disjunctions/conjunctions in the organizational culture background formed within most of the companies. Such aspects are certainly to be found in the case of small organizations but which support the idea of decision-making management innovation. Besides, the existence of a large circuit of values and principles built on the idea of economic and social responsibility confirms the assumption and, implicitly, the linguistic innovation, of the dimension of moral consciousness [16]. Therefore, we note that axiological imperatives validated at the organizational level imply an entire philosophy of assuming and implementing of managerial strategies that are actually constructive.

In these circumstances, we ask ourselves whether we can talk about an improvable model of the business organization in today's society. Such an assumption translates into the idea of Living Company of De Geus [6]. Indeed, an argument that can be provided in this respect is that the process of innovation may be facilitated by a number of other processes such as monitoring and control, as well as supporting and promoting good practices, for example at the educational level [19]. At the same time, directing such an approach to the organizational reality in the economy and in the social sphere, we can state that from the perspective of an innovative management, a series of reconfigurations are needed in identifying the functions of society in relation to the value system of the business organization.

3. An axiological perspective upon the idea of innovation in the development process of the business organization

The outlining of parameters at the level of the business organization, which can highlight the idea of innovation, generates rather a problem of principle. In other words, the value potential of what constitutes an organizational culture in itself must take into account, in our opinion, an axiological perspective on the idea of innovation in the process of developing the business organization. Moreover, the issue we want to discuss is one related rather to the valorization and capitalization of the managerial principles in relation to a whole axiological system found both at the level of the business organization and at the level of the society as a whole.

In this context, we note the necessity at the level of the business organization of certain epistemological analyzes aimed at facilitating the understanding of the ways of market orientation of the economic actors. At the same time, the entrepreneurial validation of strategies assumed and implemented by the decision-makers resides in the process of understanding such managerial
decisions on the market. It is obvious, in this respect that any tendency of systematic organization is ensured through action strategies by the decision-makers.

Nevertheless, regardless of the cultural model in which it materializes, the managerial values are assumed, in general, in a relative sense, in relation to a series of social, economic and political factors, and so on. In fact, any strategy assumed at decision-making level within an organization reflects the organizational policies that imply the empowering employees to accomplish their overall goals. However, between the managerial objectives and the activities carried out at the level of the business organization, we can only say that there is a direct relationship.

The social dimension of the moral standards within a business organization has a number of problematic issues intended to provide possible solutions to the understanding of the entire decision-making process within a business organization. In this way, the pragmatic approach is also transposed into the field of value utility. This demarche is justified by the fact that any manager is willing to pay for any plus value/reward that is characteristic of a particular business organization.

If we admit that the moral exploits found in the business world can be correlated to the level of a systemic analysis with the very decisional process in relation to the idea of assuming an organizational ethics, then we can admit the necessity/existence of a stage of managerial development. Such a form of relationship expresses in essence the idea of moral capitalism that can be correlated with the idea of morality in the business decision-making process.[22]. Consequently, we believe that a systematic approach, as an initially conscious and moral approach to moral values/norms, justifies the pragmatic and philosophical perspective of the idea of innovation in the process of developing the business organization.

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The economic reality reveals social aspects of social nature that underlie the understanding of the axiological approach of the idea of innovation within the business organizations. The current context of economic development highlights the change in attitude, and hence the organizational behavior. Or, such an approach implies a reassessment of how the innovation can be perceived, understood and explained.

We believe that this assumption allows us to accept the idea that the organizational behavior can be explained depending on a series of concepts such as organization, motivation, communication and responsibility in relation to the specific objectives of the decision-making process. [8] Such an assumption is believed to be warranted when realistic/pragmatic interpretations reflect the very vision of the decision-makers as to the very evolution of the business organization.

The issue in question allows for the consideration of an economic pragmatism meant to highlight the specificity of a particular business organization's pattern. In other words, through the function of orientation of the assumed goals, but also of supporting the organizational values, we believe the succinct format of the operating strategy is relevant as it is meant to focus the main action strategies. That is why the existence of the newest techniques of innovation in the managerial system generated a strategic re-assessment at the level of business organizations as well as at the level of society as a whole.

The value projections identifiable as a result of the assumption of a decision-making process based upon axiological fundamentals reveals the need for a correlation between what the business organization represents and what an innovation means from an axiological perspective. In other words, an analysis of the fundamental issues regarding the idea of innovation at the level of the business organization determines us to explain the conceptual / theoretical and applicative framework of what the very decision makers managerial process represent. At the same time, the contextualization of what constitutes the organizational value also draws a re-assessment of the way in which the strategies and objectives of the business organization are formulated and implemented. Thus, such an approach generates a series of interpretations that highlight the role and importance of the organizational actors when they have as their starting point the axiological core of a business organization.

However, the effectiveness of an organization at an economic level can be validated by how (short, medium and long term) objectives must be achieved. In other words, a series of internal /
external correlations must be considered among a number of factors that underlie the implementation of a strategic management. Furthermore, the decision-making process in itself is materializing as a resultant of all these conjugated factors in an applicative / practical approach. At the same time, we believe that, within such an analysis, the ways in which one can consider to justify the idea of a decision-making process that takes into account the idea of innovation viewed from an axiological point of view.

The argument we put forward in this respect is that a competitive and efficient decision-making process must have as a starting point a well-established strategy. Under these conditions, the relations between the organizational culture and the idea of organizational value are obvious at the decision-making level. This state of affairs reveals that the assumed strategy relates, on the one hand, to the idea of value and, on the other hand, to the axiological core of a business organization (it is understood that in this context we are also considering the organizational culture).

In this way, the perception of the development and implementation of a decision-making process reflects an image in which the evolution of the business organization is visible. We note in the field of the scientific theorization that the objectives themselves can be systematized according to their level of applicability at the various functional and structural levels within the business organization. At the same time, to very well formulate and understand the philosophy of the business organization means to consider the axiological framework towards which and to which the socio-economic actors refer to.

The relevance of decision-making process at the level of business organizations is proving useful to the extent that the decision makers take into account a number of active value sequences. We consider in this context the report of concordance between the values of the top managers and the values of the departments of the business organization, of the organizational culture in general. Furthermore, from the perspective of an updated scientific management, we can observe the need for the decision makers to assume a hypothetical model of interdependence between culture, the organizational climate/environment, managerial values and organizational behavior [23].

3. Conclusions and proposals

We appreciate, in this context, that a systematic approach to the decision-making process oriented towards the idea of axiological assumption implies an epistemological analysis of how to implement managerial strategies. Thus, the analysis of some organizational behavioral models reveals the importance given to the pragmatic dimension of the decision-making process in relation to an ethical dimension.

The main aspects identified by us in the analysis of the axiological approach to the idea of innovation in the process of development of the business organization are given by:

(1) The reorientation of the big company’s strategies materializes according to how the idea of innovation is perceived and accepted, on the one hand, on the managerial/decisional level, on the other hand, on the level of the organizational culture.

(2) The adaptation of the business organizations and, implicitly, their strategies to technological progress allows us to accept in a competitive economy the necessity of a business ethics;

(3) The development of new products and services, as well as needs that generate other needs, are the effect of the liberalization of the economic progress in the financial environment.

(4) The explanation of the idea of innovation at the level of the business organizations must be translated from our point of view into the strategy itself, a strategy that acquires validity by concretizing the assumed objectives and implicitly by assuming a potential organizational progress.

From the perspective of our research, we notice that the idea of innovation does not represent a distinct category in the mechanism of optimal operation of the business organization. It expresses rather a necessity derived from the general background of the actions taken both at the decisional level and at the declarative/theoretical level. Furthermore, the terms involved in explaining the idea of innovation express, from the point of view of a strategic management, a special conditioning designed to substantiate the organizational goals. Therefore, the contribution
made by this research consists in explaining and validating some rational arguments regarding the axiological and epistemological assumption of the idea of innovation at the level of business organizations.

6. Bibliography


