

Inputs and outputs of modern technologies for sustainable growth

R&D and Innovation;
Marketing;
Human Resources

Innovation pillars: the effectiveness/ efficiency of technology-driven R&D and/ or HR culture

Efficiency economies: the necessity to improve the HR culture
AND
The competitive pressure to innovate

Innovation economies: Sustainability and continuous innovation

The main strategic focus and functions of the HR and R&D departments

HR: creating innovation climate and creativity system
Supporting the R&D department
Establishing links between the technology and stakeholders

R&D: fast technological learning, catching-up in innovation; optimizing processes, value-added to profit margin and ROI

HR is well established
R&D challenges: alternative revenue sources; sustainable volume; social value-added; competition in terms of R&D specialists; R&D performance