

From Creativity To Successful Innovation
--Study On The Evolutionary Mechanism Of Innovation
Xinru Liang, Hangzhou, China, Qingrui Xu,
sbaxuqr@dial.zju.edu.cn

Innovation originates from creativity. Creativity evolves through multiple stages, and becomes a profitable innovation. Primarily, Scholars only focused on creativity, researched on how to build up a creative work environment to motivate more new ideas bursting out, further to improve organizational capability of innovation. Virtually, innovation is a societal process; the interaction between all social domains determines the process and outcomes of innovations. From evolutionism perspective, there is a complicated process from creativity evolves to marketable innovation. New innovation faces tough eliminated selection within business environment. In fact, the interaction between social domains determines fierce competitive environment surrounded. This report studied in evolutionary mechanism of innovation within organizations and presents a theory of evolutionary mechanism of innovation, defines the specific concepts of the four social domains and analyses three selection and evolutionary stages of the process of innovation evolution. Elaborated research on evolutionary mechanism assists organizations exploit their approaches to improve their capabilities of innovation—focus on using managerial practices to improve innovative capabilities, but not simply improve individual innovative capabilities.