

INNOVATION IS KEY TO ACHIEVE PROSPERITY IN DEVELOPING COUNTRIES/SRI LANKA?

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ABSTRACT

Innovation can enhance organization performance substantially with purchaser willingness to pay more due to value addition creating an opportunity to charge a premium price. The capacity of the organization and the industry will increase as a result of innovation, and lower cost due to capacity increase. A “national innovation system” can be used for the betterment of agriculture, manufacturing and service sectors through the use of science and technology. Policy-makers will need to change their policies to enable an improvement in the innovation system. The need to understand the dynamics of clusters in countries (which vary from country to country) is important to tailor policies accordingly. Policy-makers of developing countries need to focus on attaining the first two of United Nations sustainable development goals - eradication of poverty and hunger.

Agriculture has come to the forefront in achieving these goals - with innovation playing a pivotal role. In Sri Lanka, around 25 percent of the food requirement is imported, even though the country has the capacity not only to be self-sufficient but to create a surplus for the export market. There is a need to investigate why the large amount of funds that have been allocated for inventions in the agriculture sector products, have not been fruitful in the marketplace. Haven't the inventions not looked at the final consumer requirements or competitor products/global offerings to be successfully commercialized? Extensive research has been conducted to examine factors that create innovations, but there have been not sufficient studies carried out regarding different sectors linking consumers and competitors. This concept paper aims to bridge this gap by including the level of customer sophistication and level of competition that could be the key in driving inventions to be success in the marketplace through successful commercialisation.

Keywords: Agriculture, Competitor, Customer, Innovation.

