

TRANSFORMING CORPORATE CULTURE: EMPOWERING INNOVATION MANAGEMENT TO COPE UP WITH THE DYNAMIC ENVIRONMENT

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ABSTRACT

The Paper entitled 'Transforming Corporate Culture: Empowering Innovation Management to cope up with the Dynamic Environment' tries to reveal the need for innovative practices in an organisation so as to reshape the corporate culture in meeting the global competitiveness. It also states the relevance of innovative practices not only in products and services but in people also. The study also mentions the criteria on which the Innovative Management Tools should be developed. The paper ends with a promising note that human capital practices can drive the organisation towards innovation enabling to meet need of the day

KEYWORDS: *Innovation, Innovation Management, Typologies.*

