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## CHAPTER FOURTEEN

### Impact of Management of Service Product Innovation on Business Success Through Organizational Culture

Satyaprakash Naik<sup>1</sup>, Dr Sabyasachi Dey<sup>2\*</sup> and Dr Sisir Ranjan Dash<sup>3</sup>

Research Scholar<sup>1</sup> and Assistant Professor<sup>2,3</sup>, School of Management, Centurion University  
of Technology and Management, Odisha, India

#### 1. Introduction

The practice of innovation management and its effect on growth and performance is achieved through the domain of organizational culture. Higher output is created by organizations with a culture of positive measures towards change. In order to effectively promote the implication of creativity, organizations should change their internal actions by creating external relationships, which actually demonstrate the organizational culture, according to Naranjo-Valencia et. al (2011). However, it is important to research to what degree the practice of service product innovation management increases the level of market efficiency. This chapter provides a brief conceptualization of the service product and its industry at the beginning. The proposed conceptual model of service product innovation management follows this section. Afterwards, the following sections will address the management of service product innovation and organizational culture to help the proposed model. The paper's suggestions, the debate, and the possible course of the study will be observed consecutively.

#### 2. Service product and its industries:

In terms of "product," many companies have specifically redefined their service businesses. The service-oriented company's products have now become the composition of a tangible and intangible commodity, which in turn poses a dilemma. The product creation method in service industries has been elaborated and critically clarified by Hull (2003) and Hull and Tidd (2003). The scholars used the service product extensively, thus explaining the method. It very well may be finished up from the translation of the academic works that the center contribution is an assistance in help item. These administrations are well fitting, alluded to as a result of activity. Any of the unmistakable arrangements that accompany the assistance, then again, can likewise allude to it as a help item. Truth be told, their contribution is viewed as a product by the quantity of businesses, for example, banking, broadcast communications, lodging, the travel industry. An examination by Hull and Tidd (2003), in any case, alludes to the utilization as an assistance result of administrations from monetary foundations (for example banks, protection, and venture), schooling, medical services, travel/inn, and media transmission. It can likewise be proposed based on the arrangement that these areas can be alluded to as administration creating enterprises. Hence, this paper will accept the wording of administration item, which is really the unmistakable and immaterial contribution of administration businesses.

#### 3. Organizational culture:

Analysts accept that organizational culture assumes an essential part in the results of advancement regarding development and hierarchical culture. The hierarchical culture is seen by Barney (1986) as a powerful assortment of standards, convictions, and presumptions that an organization should found in its organization. It depicts the connection between applicable laborers, customers, providers and adversaries as central participants (Louis, 1983; as referred to in Barney, 1986). As per Naranjo-Valencia et al. (2011), associations should meet inward activities and outer relationship norms that line up with the corporate culture to successfully advance the presentation of development. Development, truth be told, is an entering power in administration methodology and acquaints a calibrating with the way of life of the organization that permits principal changes to the hierarchical construction.

Organizational culture impacts the organization's imaginative activities twofold: through the cycle of socialization and through essential standards, major qualities, assessments, and suppositions