

Intellectual property

Intellectual property (IP) pertains to any original creation of the human intellect such as artistic, literary, technical, or scientific creation. Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period of time. These legal rights confer an exclusive right to the inventor/creator or his assignee to fully utilize his invention/creation for a given period of time. It is very well settled that IP play a vital role in the modern economy. It has also been conclusively established that the intellectual labor associated with the innovation should be given due importance so that public good emanates from it.

Originally, only patent, trademarks, and industrial designs were protected as 'Industrial Property', but now the term 'Intellectual Property' has a much wider meaning. IPR enhances technology advancement in the following ways :-

(a)

it provides a mechanism of handling infringement, piracy, and unauthorized use

(b)

it provides a pool of information to the general public since all forms of IP are published except in case of trade secrets.

IP protection can be sought for a variety of intellectual efforts including

(i) Patents

(ii) Industrial designs relates to features of any shape, configuration, surface pattern, composition of lines and colors applied to an article whether 2-D, e.g., textile, or 3-D, e.g., toothbrush.

(iii) Trademarks relate to any mark, name, or logo under which trade is conducted for any product or service and by which the manufacturer or the service provider is identified. Trademarks can be bought, sold, and licensed. Trademark has no existence apart from the goodwill of the product or service it symbolizes.

(iv) Copyright relates to expression of ideas in material form and includes literary, musical, dramatic, artistic, cinematography work, audio tapes, and computer software.

(v) Geographical indications are indications, which identify as good as originating in the territory of a country or a region or locality in that territory where a given quality, reputation, or other characteristic of the goods is essentially attributable to its geographical origin.

INNOVATION

A patent is awarded for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial or commercial application. Patents can be granted for products and processes..

Innovation is one of the most important concerns of each organization and its role in the development and coordination of the market is inalienable. Innovation in all human areas is applicable from product development, methods of management, ways of doing works and etc.

In all of definition used for innovation, changing or improvement of the process or product are common. Innovation is a process that begins with introduction to plan of an idea and will become a new function and so it different from creation.

The essence of innovation is made of trying the different combinations of known things to create new stuff and figure out the better way to do things. Digital innovation is the incremental improvement – radical innovation continuum. Different organizations have different strengths and competencies to innovate.

It takes strategies, disciplines, and daily practices to flex the “innovation muscle” and renew creative energy to reach the next level of innovation maturity.

Entrepreneurial Culture

Entrepreneurial culture has been an area of worth investigation in management research for many years since the growth in technology-based business ventures. In the context of businesses, entrepreneurial culture may be described as attitudes, values, skills, and power of a group or individual working in an organization that is characterized by risk.

Entrepreneurial culture has been appearing as a highly noticeable concept in management literature. Entrepreneurial culture has been defined as the attitude, values, skills, and power of a group or individuals working in an institute or an organization to generate income. One must notice that while considering entrepreneurial culture in an organization, innovation is one of the most important elements for its growth and success.,culture in an organization consists of an arrangement of shared, taken-for-granted expectations which can be held by the participants of the institute and imparted to the new and recent participants.

- 1 There is a significant relationship between openness to change and innovative culture.
- 2 There is a significant relationship between self-efficacy and innovative culture.
- 3 Creativity mediates the relationship between openness to change and innovative culture.
- 4 Creativity mediates the relationship between self-efficacy and innovative culture.

There is a visible significant relation between the above mentioned statements and the entrepreneurial culture ..

Also , the above four points throw a great deal of light on relations which affect entrepreneurial culture.

Last modified: 3:31 pm