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Measuring the degree of novelty of innovation based on Porter's value chain approach

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Highlights

- A new method for the measurement of degree of novelty is proposed.
- It is based on Porter's Value Chain approach and proposes a process-oriented model.
- It considers novelty with its impact on all company value chain activities.
- The 2-additive Choquet integral is used to measure the degree of novelty based on the impact level on activities.
- The model helps firms make adoption decisions and determine resource requirements.

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