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## Innovative management techniques in the field of environmental education

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### Abstract

Nowadays the global trend of transition to a knowledge economy is promoted. Establishment of such an economy is necessarily connected with the creation of an efficient innovation system of the labor force. Educational role that can transform the growing volume of information into an effective knowledge, which they can subsequently apply. The support process of innovation has become the most important part of science, development and application of knowledge-based society. Advanced economies consider science, research and innovation for the most important tools of technology independence and of long-term economic growth. An essential rule of any economy is therefore to support the creation of knowledge and innovation. To support the managing process formed has been a set of innovation management techniques (IMTs), are invariably considered to be effective tools for boosting competitiveness.

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### 1. Introduction

The need to enhance, using IMTs, follows from the existing shortages in innovations managing. **Major barriers to managing innovations are outlined below:** Absence of transparent methodology: managers are often confusingly taking innovations for purely technical or economical methods of developing a new product; Innovative culture is being absent throughout the entire organization; Absence of the model of processes and activities flows:

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despite the host of innovations supporting methods at hand the road to realizing and organizing the innovation remains obscured; Knowledge management is absent: 70 % – 80 % of the knowledge generated at searching for an innovative solution are lost and remain unprocessed; Quantification of results is missing: this important step is often neglected; Absence of complex innovation management: in majority of cases, the functions are common.

## 2. Defining the IMTS

IMTs may be conceived as a broad palette of tools, techniques and methods that help institution to systematically adapt to conditions on and challenges of the market. IMTs are the methodology or the tool that allow coping with institution innovations management with more ease.

**Undisputable benefits of IMTs for institution, as they:** Enhance flexibility and efficiency; Allow to be knowledge management more effective; Step-up productivity and reduce the time of introducing an innovation; Facilitate team-wise cooperation; Allow collecting on-line acquired marketing information; Improve mutual relations; Integrate information acquired from a variety of sources; Facilitate more effective relations and cooperation with customers; Eliminate redundant processes; Reduce costs applying ICT based solutions; Lower the administrative task share (i. e. eliminate value-not-adding activities); Support e-learning and e-commerce; Improve mutual relations among employees within the enterprise culture framework.

## 3. Origination of innovation management techniques

Development of innovation management techniques derives from diversity of innovative procedures. Resulting from each theory are relevant techniques: *Science and research supporting techniques* – innovations derived from science and research. Innovation opportunities are based on applying results and conclusions of research; *Market survey techniques* – innovations resulting from demands and needs of the market; market-driven innovations. The theory expands the research leading position by market factor; *Innovative cooperation techniques* – innovations based on the relations existing among innovation designing players. Connections between the research, engineering, production, marketing and the customers and suppliers, respectively; *Communications, support of design, etc. techniques* – innovations following from changes in the technology. The theory of innovation emphasises importance of information technologies; *Human resource managing techniques* – on social networks based innovations. Important is to emphasise the knowledge as driving force of information through education and creative environment.

### 3.1. Integrating innovation management techniques

IMTs are resolving, provided that they enjoy support of an innovative environment, identified problems and barriers to innovations. Their source and tool at a time are creativity, research and development. Whereas they are employed in all kinds of innovation projects they subscribe to enhance competitiveness.

Existent presently is an enormous set of tools, methods and techniques supporting the innovation managing. They differ by their situating in the innovation process, by degree of their fragmenting, universality and other features. Their basic models systemise iMTs.

**Creators and users of IMTs** – The innovative management players can be included in the following teams: **IMTs promoters:** *Organisations that are spreading information and create awareness on these techniques; in question are counselling companies that follow the government policy creators;* **Creators or developers of the innovative management techniques:** *These are proposing new innovation managing techniques; such are academic centres, consulting and counselling companies and operating companies.*

**Major users of the innovative management techniques:** Consulting and counselling companies; Entrepreneurial educational academies; Higher education centres; Business-making supporting organizations; Industrial companies; Financial organisations; Governments and state administration institutions.

**IMTs for Knowledge-Based Economy** – The review of identified techniques reflects their potential for knowledge-based economy.

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