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**Nobody Moves, Anybody Gets Hurt
Innovation Potential Through the Perspective of Movement Processes (*)**

Anna-Vanadis Faix

School of International Business and Entrepreneurship (SIBE), Germany

Email: afaix@steinbeis-sibe.de

Abstract

Companies have to be innovative to be able to stay competitive in the market and are coming under ever greater pressure to innovate as a result of the increasingly fast-paced world - they have to keep moving. However, there is no recipe for success for the practical implementation of innovations. So far, only conceptual solutions in individual areas have been resorted to. I would like to approach the problem by describing forms of innovation as movement processes and argue that structural factors for innovation potential are mapped here. Thereby, the thesis shall be strengthened that especially free processes of creation, like chaotic movements without specific target or orientation, promote actual (disruptive) innovation in companies.

Keywords: Movement, innovation, chaotic disruptive innovation, chaotic disruptive innovation process, chaos, company structure, innovation quality, chaotic movement, innovation processes.