ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 3| March 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

FALL OF NEW INNOVATIONS

Mr.S.Muruganantham[1], Hariprasath.S[2], Logesh.M[3], Naresh Kumar.P[4], Sangeerthan.C[5]

[1]Assistant Professor, Department of commerce with IT, Dr. NGP Arts and Science College, Coimbatore
[2]231CI118, Department of commerce with IT, Dr. NGP Arts and Science College, Coimbatore
[3]231CI128, Department of Commerce with IT, Dr. NGP Arts and Science College, Coimbatore
[4]231CI134, Department of Commerce with IT, Dr. NGP Arts and Science College, Coimbatore
[5]231CI144, Department of Commerce with IT, Dr. NGP Arts and Science College, Coimbatore

ABSTRACT

The rapid pace of technological and scientific advancements has led to a surge in innovative solutions across industries. However, not all innovations achieve sustained success. Many fail due to issues such as inadequate market research, poor implementation, and lack of scalability. This study explores the factors contributing to the failure of innovations and their implications for industries and society. Through a critical review of literature, analysis of case studies, and data-driven insights, the paper identifies patterns and offers suggestions for creating more resilient innovation frameworks. The findings aim to inform researchers, policymakers, and entrepreneurs on strategies to mitigate innovation failures.

INTRODUCTION

Innovation drives progress and transformation across various sectors, enhancing productivity and quality of life. From groundbreaking technologies to revolutionary business models, innovations have shaped the modern world. Despite the opportunities they offer, many innovations fail to deliver the intended impact. Factors such as inadequate planning, misaligned goals, and resistance to change contribute to this phenomenon. This paper seeks to understand the dynamics of innovation failures and the lessons they provide. By analyzing examples from different industries, the study highlights the common pitfalls and proposes strategies to overcome them.

THE INOVATIONS MANAGEMENT



ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 3| March 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

STATEMENT OF THE PROBLEM

While innovation is celebrated as the cornerstone of progress, its failure rates remain alarmingly high. Mismanagement, poor execution, and lack of understanding of market needs often lead to underperformance or total collapse of new innovations. This study addresses the need to identify these failure patterns and propose actionable solutions.

OBJECTIVE OF STUDIES

1. To identify the primary reasons behind innovation failures.
2. To analyze the impact of these failures on industries and stakeholders.
3. To evaluate successful innovations for transferable lessons.
4. To provide strategies for improving the resilience of new innovations.
5. To bridge gaps between innovation theory and practical implementation.

REVIEW OF LITERATURE

Key Themes

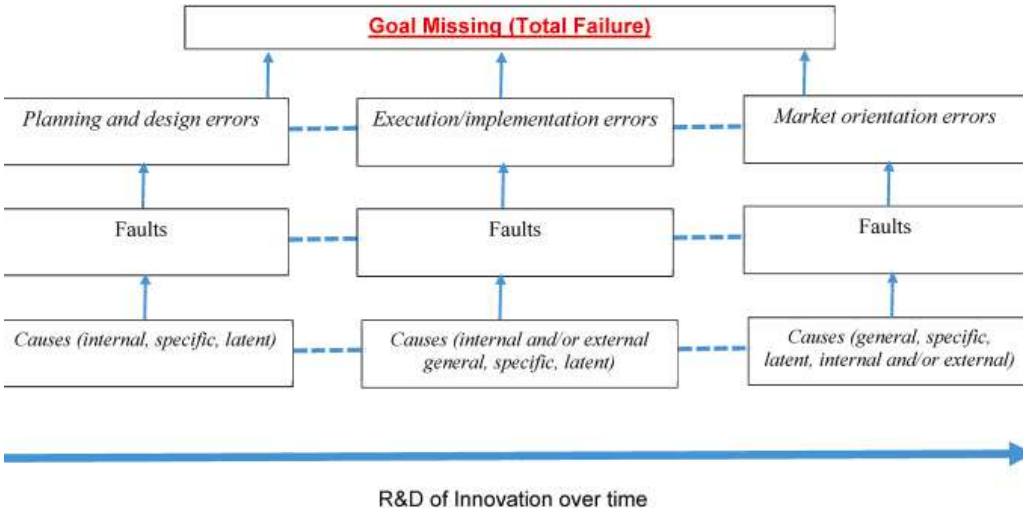
1. Causes of Innovation Failure: Studies suggest that lack of market fit, poor leadership, and financial constraints are recurring reasons.
2. Role of Market Dynamics: The mismatch between innovation and consumer needs often leads to failures.
3. Management Practices: Poor project management and insufficient stakeholder involvement contribute to unfulfilled innovation potential.
4. Case Studies on Success and Failure: Research on successful and failed innovations highlights the importance of adaptability and scalability.

OVERVIEW OF STUDIES

This section critically examines cases and research findings spanning industries such as technology, healthcare, and education. It discusses how challenges like regulatory hurdles, cultural resistance, and competition influence outcomes. Case studies include both successful examples, such as the smartphone revolution, and failures like the demise of certain early wearable technologies. Detailed analysis of these cases reveals insights into critical factors like timing, resource allocation, and user engagement.

DATA ANALYTICS AND INTERPRETATION

Through quantitative and qualitative methods, this study analyzes data on innovation performance metrics. Patterns, such as high failure rates in startups versus established firms, are visualized through charts and graphs. Interpretations highlight how strategic decisions influence the trajectory of innovations.

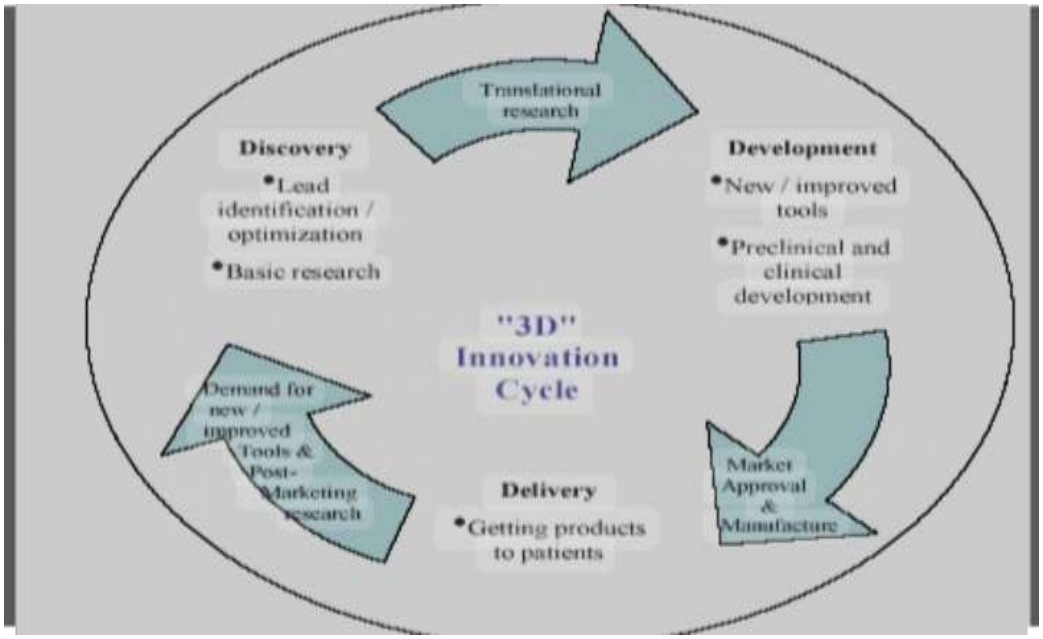


SUGGESTION

1. Emphasize thorough market research before product development.
2. Foster collaboration between stakeholders for better decision-making.
3. Adopt agile frameworks to adapt innovations based on feedback.
4. Enhance funding mechanisms for long-term sustainability.
5. Focus on building scalable and user-centric solutions.

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 3| March 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

THE INOVATIONS CYCLE



CONCLUSION

Inovation is critical for growth but requires a robust framework to minimize failures. By understanding the causes of innovation breakdowns and adopting proactive measures, industries can enhance the likelihood of success. This study underscores the need for a balanced approach combining creativity with practical execution.

REFERENCE

1. *Christensen, C. M. (1997). The Innovator's Dilemma.*
2. *Blank, S. (2013). The Four Steps to the Epiphany.*
3. *Rogers, E. M. (2003). Diffusion of Innovations.*
4. *Schilling, M. A. (2016). Strategic Management of Technological Innovation.*
5. *Peer-reviewed journal articles and case studies on innovation failures.*