

Collaboration with Key Partners for Eco-Innovation in Smes

Rakesh Parida, Saswat Barpanda, Sasmita Parida

Department of MBA, NM Institute of Engineering and Technology, Bhubaneswar, Odisha

Department of MBA, Raajdhani Engineering College, Bhubaneswar, Odisha

Department of MBA, Aryan Institute of Engineering and Technology Bhubaneswar, Odisha

ABSTRACT - To define key partners for Fostering Eco – Innovative Business Model Development in Small and medium-sized enterprises (SMEs) is very important. Key partners are identified for eco-innovation purposes. Potential key partners are identified for eco-innovation ideas; Manage the appropriate relationships and collaborations with key partners for eco-innovation in the SME; Define economic, ecologic and social benefits of eco-innovation in SMEs; Measure economic, ecologic and social benefits of eco-innovative ideas for SMEs in the tourism industry; Manage mutual benefits of eco-innovative ideas with key partners, these are the issues, that play an important role in determining key partners. The partnership ensures the development of collaboration between them based on international projects. Developing cooperation and maintaining a partnership is quite difficult, as interest is related to some benefits. The project “Fostering Eco – Innovative Business Model Development in SMEs in Hospitality Industry” (ECOMODE) has implemented various activities in this area. That is the purpose of this article.

Keywords - Business Model, Eco – Innovative, Key partners, Small and Medium-Sized Enterprises.

I. INTRODUCTION

Key areas of partnership and collaboration involve local organizations, government, academic and business institutions working together in consortia. Partnership must be viewed as more than a contractual division of responsibilities and resources or tackling a common goal. Key Partnership is a regulated collaboration between Key Partners.

II. MAIN PART

Communication is a process. We can define different stages of communication regarding the key partnership:

- Communication for field, cluster (environment, key resources) study;
- Communication with customers and stakeholders for more understanding, information collection and Data Analyze;
- Communication with key partners in order to distribute the roles and to rise their interest in collaboration for Eco innovation in SME;
- Communication with key partners for partnership establishment and its development [1].

The key resource is a capacity of existing environment to support the Eco Innovation in SME based on requirements of market, customers [2]. The Key Resources may be

- tangible and intangible
- Intellectual
- human
- Material
- Natural
- Financial, etc.

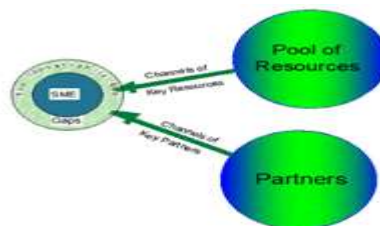


Diagram #1. Relationship between key partners and key resources

Issues of collaboration with Key partners for eco innovation in SME are: SHARED PURPOSE and UNDERSTANDING OF THE ECOSYSTEM and its STAKEHOLDERS - A compelling agenda for change;

public commitments and a strategic plan for achieving them, based on regular consultation and relevant baseline evidence, with clearly defined roles and responsibilities for every participant. Understanding of the full value chain or ecosystem required for transformation and ability to either holistically coordinate activities or stakeholders across this system or target specific interventions that mutually reinforce each other.

OPERATIONAL ALIGNMENT – facilitators - eco specialists; Effective implementation capability, committed practitioners from participant organizations who have the necessary authority and skills to engage, and effective communication and conflict resolution processes that enable regular dialogue and feedback.
Measure the eco-innovation – scaled. In big scale

innovation, it is important to have a consultant, specialist in green hospitality and circular economy. Setting up a partnership [3].

The Stages of Communication Regarding Key Partnership for Eco Innovation in SME Shown as a diagram:

to your eco innovation in SME;

Reducing the risks and uncertainty.

Key partner will help SME in its eco innovation process in the tourism sector.

- make your work reasonable and sustainable during the process of innovation,
- help you to create and keep the high quality product without big losses
- Share the knowledge with you, when you don't have enough resources for it;
- add new eco functions, activities and measurements



Diagram #2. The Stages of Communication Regarding Key Partnership for Eco Innovation in SME

For this purpose we have to develop the following, - How to make Key Partners join you for eco innovation in SME:

1. Business Plan – as the information about business concept, expenditures, revenues, benefits and values;
2. Policy of communication with potential key partners. Identify the channels of communication, forms of presentations and motivation ways;
3. Make your key partners sure to follow you. Use your own skills, negotiations strategy,
4. Define the forms of communication and collaboration by the way of special agreements, memorandums, instructions, regulations and rules;
5. Identify the forms of collaboration: general partnership, limited partnership, limited liability partnership (LLP)
6. Metrical and comparative analyzing of business partners
7. Your final decision – who are your key Partners

A survey was conducted:

Who may be your Key Partners?

Who are the key partners for eco innovation?

Why we need key partners for eco innovation in SME? What are the crucial issues for collaboration between key partners?

As a result of the research identified:

Key Partners make you possible to implement the eco innovative activities, which require a heavy investment of time, money or both, a key partner who already has these processes, or product will support you.

Key partners are partners who:

- make you possible to realize your eco innovated ideas
- optimize your eco innovative business (make you possible to save money, time)

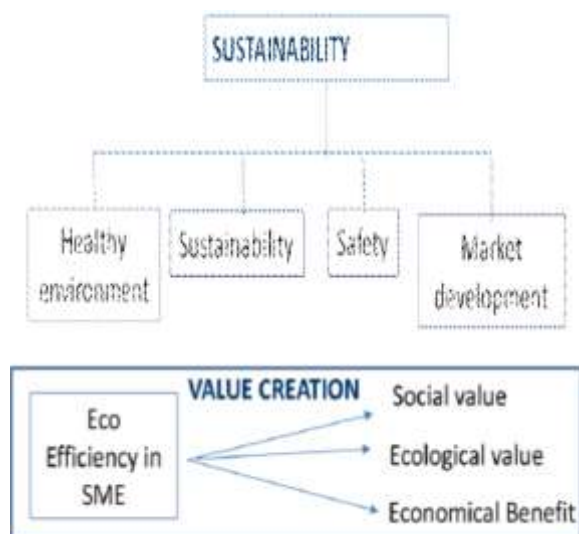


Diagram #3. Key Partner role in Eco-innovation

Collaboration between key partners take place for short, middle and a long time and is reflected in different degrees of success. Moving forward, identifying the ways of working together is effectively depend on the terms of time and roles playing with the key partners who may represent the public or private or independent sector [4].

Collaboration offers organizations the opportunity to find efficiencies through specialization; this may involve elements of provision, support better quality and/or more cost effective delivery models. Collaboration requires trust between all parties and development of relationships over the time.

The drivers for collaboration have since become more compelling with cuts in public spending and the need to meet the local economy's skills agenda, while showing value for money, ecological and social approach [5].

III. CONCLUSION

The main purpose of the article was to identify who our key partners might be? Who are the key partners for Eco-Innovation? Why do we need key partners for SME Eco-Innovation? How to create key partners for SME environmental innovation.

- To make them surely join you in Eco innovation of SME.
- The manager will be able identify and collaborate with key partners for eco-innovation in the SME.

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- Key partners help you:
- To use, in optimal way, existing natural, human and intellectual resources in the market and surroundings;
 - To fulfill the gaps you have in eco-innovative process of your SME;
 - There are different channels to define key partners,
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