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THE IMPORTANCE OF BALANCE BETWEEN EFFICIENCY AND INNOVATIVENESS FOR MODERN IT INDUSTRY

Nowadays there is increasing of innovation factor role in modern IT industry compare to efficiency factor. Although role of efficiency doesn't goes down in terms of importance.

IT companies achieved high level of efficiency for the last 30-35 years, but at 1970th there was an economic model that focused on efficiency and innovativeness at once. The changes start with prosperity of Japan economy focusing on export, high quality and low prices. It is reduction of cost and quality improving decreased the innovation factor role in 1980th. Six Sigma and Lean were the main concepts allowed to speed up quality improvement. But focusing only on efficiency factor, forgetting about innovativeness, brought to mankind quite wild range of cheap goods with similar characteristics. For the reference, current smartphone market is a result of such policy, while several years ago some companies were trying to promote their own unique concepts of mobile phone or smartphone.

In case of smartphone market the situation is starting to change with Chinese vendors coming to foreign market. Such companies as Huawei and ZTE have very easy strategy (they adopted Japanese strategy) – their goods should be cheaper with a similar characteristics. After Chinese vendors started their expansion to the main markets, "A"-Brand producers like Apple, Samsung, Microsoft, Google, etc., started to focus on…innovativeness! No doubt the focus changing process has taken some time due to company's size, structure, decision-making process etc. As a result several vendors have already launched their new type of goods; others are going to do it. For the reference, Google has launched Google Glass, Samsung has announced Galaxy Gear and etc.

Currently there is a unique chance for marketers, because new product category like any innovation should find its consumer. And if there is no consumer the project will be failed. The main mission of marketing in this case is to prepare background before and after product launch, potential consumer should understand several things: how to use, why, how often and etc. So, and maybe the most important factor is to make it popular in terms of prestige.