

## DEVELOPMENT OF SOCIAL RESPONSIBILITY AWARENESS

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### ABSTRACT

Or tapping into unknown, it is a process of value creation that changes the composition of variable set, purposefully driven by entrepreneurship where a new business stream is created by new ideas and process of competitive advantage adding a value the company can offer. Innovation is a strategic tool for entrepreneurs that can be learned and practised. It can affect people's life in quality and give opportunity to the poorest as well. In innovation regular and focused change is compulsory, and associated to economic growth. Innovative organisations over the time are more profitable. When looking at global innovation performance companies that innovate earn +13 % more profit and reach in 30% less time the breakeven point.

How do we search for innovation and enable a fostering environment? What are innovation sources? How do we encourage and develop thinking skills? What are some key elements to innovation that enables social change?

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