

# Innovation Management in the Tech Industry: A Research-Based Approach to Fostering Creativity

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**Abstract:** *The purpose of this paper is to discuss the ways of using research methodologies to promote creativity and innovation into the tech market. Innovation management is a crucial aspect of maintaining a competitive edge in the tech industry. This paper explores the general principles of innovation, the role of creativity in business, and the processes that support continuous innovation. In the second half, the paper provides a brief case example of how Samsung, a global tech leader, uses research-based strategies to foster innovation within its organization. The paper outlines the importance of understanding both internal and external factors that influence innovation and offers insights into how companies can adapt to the fast-paced technology landscape. This study explores how commensurate and formal research projects can isolate the challenges to creativity, proactively address the root causes, and ultimately augment innovation return on investment.*

**Keywords:** Innovation management