

Strategic Innovation: Pathways to Competitive Advantage

Nico Lewis

Dr.

Stockholm School of Economics
Sveavägen 65, 113 83 Stockholm, Sweden

Cameron Thomas

Prof.

Copenhagen Business School
Solbjerg Plads 3, 2000 Frederiksberg, Denmark

Kai Wright

PhD

Aalto University School of Business
Runeberginkatu 14-16, 00100 Helsinki, Finland

Abstract. Strategic innovation is pivotal for organizations seeking to achieve and sustain competitive advantage. This article delves into the processes and pathways through which strategic innovation can be effectively cultivated within organizations. Drawing on theoretical frameworks and practical insights, we discuss the conditions necessary for fostering an innovative culture. The article highlights the role of leadership in driving innovation and the impact of strategic alignment on organizational success.

Keywords: Strategic Innovation, Competitive Advantage, Leadership, Organizational Success, Innovation Culture

Introduction

In today's rapidly changing business landscape, strategic innovation is pivotal for organizations seeking to achieve and sustain competitive advantage. This article explores the processes and pathways through which strategic innovation can be effectively cultivated within organizations. Drawing on theoretical frameworks and practical insights, we discuss the conditions necessary for fostering an innovative culture, emphasizing the role of leadership in driving innovation. The impact of strategic alignment on organizational success is also examined, highlighting the need for organizations to integrate innovation into their strategic planning processes.

This is a preliminary version. To read the full version of the article, please purchase a subscription.

References

1. Jeyhun, R., Elshan, R., Naila, A., & Aydin, N. (2025). Effectiveness of Internet of Things migration into hybrid economic projects.
2. Rahimov, J., Rahimov, E., Nasirzade, A., & Yusifli, P. (2025). Economic aspects of projects based on the Internet of Things. *Innovation and Sustainability Articles*, 5(4), 31-44.

3. Ярова, О. А., & Леонов, Я. В. (2021). Механізм організаційно-економічного забезпечення розвитку енергетичного сектору. Економіка та держава, (9), 119-122.
4. Ярова, О. А., & Леонов, Я. В. (2021). Організаційно-економічні умови забезпечення розвитку енергетичного сектору. Інвестиції: практика та досвід, (18), 30-34.
5. Леонов, Я. В., & Побер, І. М. (2020). ЄВРОПЕЙСЬКА ПРАКТИКА ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ ФІЗИЧНОЇ КУЛЬТУРИ І СПОРТИВНОЇ ІНДУСТРІЇ. Вчені записки Університету «КРОК», (4 (60)), 18-25.