Table 2: Main types of innovation

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| --- | --- | --- |
| Typology of innovation | Results | Author(s) |
| Market | New solutions to the problems of the buyer | Cesaroni and Piccaluga (2013)Mount and Garcia-Martinez (2014) |
| Organizational | Creation and implementation of new ideas by the organization | Chandler and Wieland (2010) |
| Process | Introduction of new systematic actions aimed at attaining superior performance | Damanpour and Aravind (2012) |
| Product | Introduction of new products and services on the market | Damanpour and Aravind (2012) |

Source: Prepared by the authors.