*Table 3: Djellal and Gallouj's innovation typology*

|  |  |
| --- | --- |
| Economic innovations | Social innovations |
| Technological innovation within the enterprise | Non-technological innovations within the enterprise | Social innovations within the enterprise | Social innovations within the state and civil society |
| Product | Process | Organisation | Marketing | Participation | Process | Behaviours | Participation | Processes | Behaviours |  |
|  |  | *NT Product* *(service)* | *Process* | *Product* | *Process* |  |  |  |  | *NT Product* *(service)* |
|  |  |  |  | *Marketing* | *NT Product**(service)* |  |  |  |  |  |

NT = non technological

Source: Djellal and Gallouj, 2012