*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