

# The Construction and Thinking of Innovative Performance Evaluation System in Innovation-oriented Enterprises

Bing Yu

Shandong Women's University

yubing1212@163.com

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**Abstract.** With the development of The Times, innovation has always been a constant theme in various business circles. Whether an enterprise can survive in such a competitive market depends not only on its products, but also on whether it can innovate. Only with the innovation ability can an enterprise make continuous progress and develop continuously. In addition to enterprises, everything else needs innovation. Only through innovation can a nation make progress, a country make progress, and the world break through itself. However, the innovation of new enterprises in the 21st century is a new manifestation of ability and a necessary condition for an enterprise to survive. Innovation has become an important factor of whether an enterprise can make progress. Only by showing its own advantages and showing its difference from other enterprises, can an enterprise achieve good results in today's market competition.

## 1. Basic Analysis of Innovation Performance Evaluation

### 1.1. Related Concepts of Innovation Performance Evaluation

The innovation process is actually a very long process, which requires an enterprise from the initial research and development to the final product realization, and this series of processes is the innovation process. To be specific, innovation is a necessity for the survival of every enterprise, enterprises must develop new products or new technologies, the innovation process is not only simple to design items, but also to launch such products for the welfare of the people in a market, so it is possible to seek profits. In the process of innovation, there are many steps that are not orderly, may be interspersed, or repeated, or circular, but no process can be left behind, and it is these processes that constitute the process of product innovation. In addition, innovative technology does not necessarily mean reform and replacement, but also includes the update and progress of old products. If the old products can be changed into something more convenient for people, they will be more acceptable, which is also an innovative progress.

The concept of innovation-oriented enterprise was first proposed by management guru Peter Drucker in 1973. He argued that an innovation-oriented enterprise is an organization that organizes people to innovate through productive and continuous activities, and uses institutionalization to develop innovation into a habit and regulate this habit. After that, many Chinese and foreign scholars defined the concept of innovation-oriented enterprises from different perspectives. Karp (1994), based on the perspective of contemporary enterprise development model, proposed that the culture of innovation-oriented enterprises has a great positive effect on stimulating innovation, is conducive to promoting communication, and can supply products with outstanding performance and price to the market. Williams (2003) studied from the perspective of growth and believed that innovation-oriented enterprises refer to those that use innovation to improve product differentiation and production process, and he believed that such enterprises have greater advantages than other enterprises in terms of profitability, value-added and market influence. According to Porto et al. (2005), innovation-oriented enterprises have the characteristics of high proportion of foreign capital, large scale, sustainable export strategy and capital and technology-intensive. Manchester Academy based on the research achievements of previous scholars with further refining and complement, put forward the definition of relatively complete innovation-oriented enterprises, an innovation-oriented

enterprise is one that has innovation ability in management, technology and system, and can respond to challenges in the market through innovative behavior, and grasp market opportunities through innovative behavior, so as to obtain sustainable growth ability.

### **1.2. The Content of Innovation Performance Evaluation**

Innovation performance evaluation is a comprehensive evaluation of the enterprise's innovation activities. The innovation process is mainly composed of three points, which are innovation foundation investment, innovation process and innovation achievement. The basic investment of innovation is the most basic and important thing for an enterprise to research and develop new products or upgrade new products. Without the most early-stage investment, the research and development process cannot be supported. The innovation process is the product research and development of an enterprise. In the research and development process, the research and development team should compare the products in the market, analyze the advantages and disadvantages, select the most efficient and high-quality products, and develop the product in various ways. The innovation achievement is the final step in the innovation process, the ultimate goal of any product innovation is only one, that is launching the product to market, bringing convenience and benefits for people, as well as making a profit for the enterprise, which is not only to fill in the innovation of the early investment, but also the remuneration for employees in each innovation group.

### **1.3. Innovation Performance Evaluation Framework Based on BSC**

The balanced scorecard is a set of standard system specially designed to evaluate the performance of enterprises, it was jointly established by Robert·S·Kaplan and David·P·Norton. The balanced scorecard is mainly used to investigate and assess all levels and aspects of an enterprise, each level will be reviewed by this system, and different assessment will be conducted in different periods. Every enterprise has a goal in operation, so the balanced scorecard is mainly a set of performance evaluation system to help enterprises achieve this goal. The evaluation of corporate performance is mainly divided into four parts: financial management, customers, internal processes and learning. If the balanced scorecard is regarded as an assessment system, it is better to regard it as a set of systems to help enterprises achieve strategic goals. Nowadays, with the development of The Times, the balanced scorecard has achieved excellent results in practice and has been widely adopted by many enterprises.

## **2. Construction of Innovative Performance Evaluation Index System for Innovation-Oriented Enterprises**

### **2.1. Innovation-Oriented Enterprises and Their Characteristics**

Based on the above description of the innovation system, it is not difficult to see the characteristics of the development of innovation-oriented enterprises. The development of innovation-oriented enterprises is mainly to brand innovation, product innovation as the focus, constantly developing new products, in order to supply the development of enterprises. If the developed product can be well adapt to the market and people's needs, then this product can be made profits for the enterprise and supported the sustainable development of the enterprise. Therefore, if an enterprise wants to achieve significant product effects, it must obtain a complete set of innovation system to maintain the development of the enterprise. On the other hand, if the enterprise wants to make profits, then the innovative products launched by the enterprise must be brought excess profits to the enterprise. If you want to bring in profits, you can't support an enterprise by relying on only one kind of product., so the enterprise needs continuous improvement in technology innovation, to insist on innovation, continuous innovation, only in this way, can we continuously make profits and greatly improve the internal ability of the enterprise, and won't be we crushed by a small thing easily.

## **2.2. The Principles and Ideas for the Construction of the Innovative Performance Evaluation Index System**

Enterprise innovation has now developed into a set of complete system, although it seems to there is only one layer of innovation, in fact, the structure is complex, enterprises all want to establish a set of complete innovation system, and can judge the innovation ability of enterprises subjectively and accurately. However, an innovation system can not be applied to every enterprise. Therefore, enterprises need to develop a complete system in line with their own conditions and the four principles. First of all, when developing new products, enterprises should pay attention to the scientific and practical nature of products, which is the most basic. If they do not comply with the scientific basis, the life of products will not be too long, and the utilization rate in people's hands will be greatly reduced. Secondly, the product level and system, the product needs to have a good system, so that the service life is long, durability is stronger; The third is the combination of static and dynamic; the last is the product comparability and operability. No matter what type of products, there are all kinds of the same products on the market, and if you want to stand out in those products, It's about being distinctive and superior to other products in the same market, and, the product that the enterprise develops even is easy to operate, not everybody can use of high-tech, so the products developed should not only be high-tech and close to human life, but also be convenient for everyone to use.

## **2.3. The Structure and Content of the Innovation Performance Evaluation Index System**

When enterprises carry out innovation activities, any stage, any process and any nature of innovation activities have become the hierarchy of innovation performance evaluation. The innovation performance evaluation described in this paper is mainly divided into two levels. The first level is the four key points of BSC, while the second level is the specific indicators of product research and development mentioned in the previous discussion point. Not every product developed in the market can meet the requirements of performance evaluation. Therefore, these indicators also show the practicability of the product from a certain perspective. At the same time, they also reflect the results of innovative performance evaluation of enterprises in the process of product innovation. The above innovation performance evaluation indicators include financial management, customer flow, product internal process and learning four indicators, each of which can not be ignored. Only by doing well in each link, enterprises can get their due profits after product development and listing.

## **3. Reflection on the Construction of Innovation Performance Evaluation Index System**

Although the innovation performance evaluation system can reflect the performance and value of enterprises, there are still a variety of problems, mainly reflected in: some indicators are difficult to obtain, social indicators are difficult to obtain and quantify, some indicators are subjective. Therefore, in order to avoid these problems, financial indicators should be moderately added in order to better compare and quantify, and better evaluate the innovation performance of enterprises. In addition, in order to improve the innovation performance, enterprises should also take some corresponding measures, such as optimizing the innovation environment, shortening the product development and development cycle, improving the quality of employees, improving the innovation efficiency and the conversion rate of scientific and technological achievements, and improving the Internet support and operation level, so as to better improve the innovation performance of enterprises.

## **4. Conclusion**

This paper focuses on the innovation performance evaluation of enterprises, and puts forward a balanced scorecard system to fully evaluate the innovative products of enterprises, and makes an in-depth discussion on the practical application of the system. Second, when carrying on the innovation entrepreneurship, the enterprise must pay attention to the logical and gradation, and also

should pay attention to the attributes of the product on the selection, and in the initial investment, the enterprise should not only consider the likely costs in research and development, but also consider the potential benefits to the results after it was introduced, if received are not in proportion with the output, that cannot maintain the normal development of an enterprise. Finally, we further consider the innovative performance indicators, put forward the existing problems and shortcomings, and put forward the introduction of financial indicators, in order to better evaluate the financial performance of enterprises. And the improvement measures and Suggestions are put forward for the improvement of enterprise innovation performance.

## **5. Reference**

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