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## INNOVATION CONGLOMERATE: PAGES FROM THE DIARY OF A CEO

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### EXECUTIVE SUMMARY:

This executive journalling presents a unique set of challenges and opportunities demanding a strategic vision that balances the innovation and disciplined execution. This report framed as insights from a CEO's diary delves into the critical aspects of day-to-day micro-reflections on the leadership guide to problem-solving. From the visionary perspective of a business insider, designing a business model canvas characterized by continuous pursuit of novel ideas, technology and design thinking manages a diverse portfolio of venture navigating through rapidly evolving market cultivating decentralized leadership. It explores the niche area fostering the culture of employee engagement from nascent ideas to scalable realities. I pondered for a while and made some self-reflection to articulate and embed an overarching innovation strategy within the products and services delivered that permeates every unit. Our core mandate creates a compelling vision of paramount importance, that inspires collaboration and intelligent risk-taking systems. It also highlights balanced metrics, blending algorithms with human judgement, organizational agility and resilience. It also streamlines strategic shifts with real time optimization, triggers boundaries with continuity in seamless transition.

### BACKGROUND OF STUDY

A galvanizing playbook for success from Steven Bartlett, a British entrepreneur (a media company), investor and author hosting a leading global podcast featuring unfiltered interviews with successful people.

Valuable lessons about the importance of following a different and unconventional path to power – Robert Greene

The laws are deeply rooted in dark psychology and behaviour modelling, where in my own experiences, a talk show with the world's most successful hi-tech-immersive entrepreneurs, page 3 artists, red book writers and skilled athletes. An A grade strategy that you need to do right from the first day if you want to survive in a competitive market in which you're selling super-expensive products and services, rare things, antiques, ultra luxury products, stylish intangible products and services that goes with the trend... people are very sceptical in views and are hardest to influence. If you pitch your services to them, then be ready to face some of the toughest objections and critical reviews. S-growth curve leveraging customer insights needs influencer marketing strategies and paid promotional segment. An innovation conglomerate is a multi-sector organizational structure designed to generate, integrate, and scale continuous innovation through shared technological, meta-human and experiential capabilities.

Technology led-Google, TenCent; low-cost led Super marts, Experience led- Disney, Sustainability led(Green energy + circular economy + smart infrastructure), Fast food chain Starbucks, KFC, Mc Donalds, Pizza hut, Chroma led APPLE, iPhones, iPad; Online marketing platform like Amazon, Flipkart, Myntra; Netflix:

reinventing entertainment through personalization and platform strategy; APPLE, iPhone creating and sustaining a premium brand ecosystem; Tesla: Challenging the auto industry through disruptive marketing; Nike, Adidas- Social activism and purpose-driven branding; Toyota- scaling globally through trust and community building; Amul- Cooperative branding and low cost mass communication, Chocolates: Value based pricing and competitive strategies; Agribusiness: Seasonal and Utility strategies, Reliance-multisectoral approaches.

- ✓ Multi-industry presence operates across sectors such as healthcare, technology, media, education, finance, green sector. (Inventory, supply chain logistics, R&D)
- ✓ Centralized innovation engine shared AI labs, data platforms, design studios, research units, power station (Productions and operations)
- ✓ Cross-pollination of ideas Innovation in one domain are cross pollinated to other like entertainment industry and healthcare: fashion and modelling; trades and commerce. (emotions selling, intangible services)
- ✓ Base station and satellite centres stimulatory unit (GPS, real time AI analytics) – NASA, Robotics, Aerodrome, Stations, Harbour

## MARKET OVERVIEW:

The CEO must serve as the primary architect of the innovation, inspiring a culture of calculated risk and continuous seamless learning experiences. Cultivate a culture of empowered autonomy, a service leader or an autocratic leader says a lot about leadership styles?? An agile decision maker or a futuristic visionary utilizes resources, focus on shared responsibility rather than command-control governance model framework. In this GenZee era, a worthy past record and dynamic future with shimmers is an attribute of alpha-sigma personality, mental robustness, exceptional skillset possessing plenty of tact and ability to have tolerance for adverse critics. At the core of leadership skills, interpersonal skills, conflict management skills or negotiating skills lies the channel of communication. This calls for Quality management system with operational excellence – builds trust and credibility, long term sustainability and legal compliance that perfectly aligns to the goals of organization. Omnichannel marketing integrates multiple touchpoints to deliver a seamless customer experience. Brand differentiation, value delivery, regulatory compliance, long term profitability, consumer trust, responsible communication, sustainability, edge cut technology embarks a SMART factory business model like say News corporation, Mass Media company, Cyber hub, corporate park, electronic market etc.

Breaking news: Market bulletin

Page1-Monday 6.10am

I love 2am to 4am, I am a morning person for the world is in silence, city lush green. I don't have answers to every problem, but its better not known' Different buildings different languages, same 2 eyes, 1 nose and a mouth' Innovation isn't silent its when silos dissolve'

Page2-Wednesday 11:45pm

We cracked a bull's eye and the deal mine'

An innovation success isn't about revenue growth but momentum drive' Its simple, if we pace a life race in a wrong direction team fails

Page3- Friday 4.30pm

I walked through our experience lab today' a designer was mapping emotions instead of flows. A data scientist was listening instead of coding. A clinician was smiling really smiling because the system felt being humane'

Technology without empathy is noise, empathy with systems is lyrics.

Page4- Sunday reflection (read, think, insight)

Some days I feel more like a gardener than a C-suite executive for I do chores myself. Preparing soil, pulling weeds, pest control for what I sow shall reap. And when the flower blooms, fruits raw n ripe I knew we did right'

Page5- A wafer brick, with an umbrella – ahh' EMPIRE

The innovation should feel senses and connect meanings probably creativity at another level' say cheers!!

Page7- Thursday 11.45pm

Innovation is an emotion. Emotion scales faster than revenue, its latent but lives forever!!

Page14- Saturday 3.30pm

The quiet power of cross pollination. Check-ins feel like welcome and welcome like stays.

Ideas aren't loyal its seasonal, the journey teaches'

Page21- Wednesday 8.00pm

Leadership is architecture

I don't manage people anymore. I design spaces where engineers automate, artists create, clinicians trust algorithms, architecture accelerates and leaders catalyse

Page33- Friday 1.10am

Failure, logged and loved

Failure isn't rejection, its memory archived. Every failed prototype is a mirrored conclusion.

Page46- Sunday 7.00pm

The Disney lesson: Disney taught the world something profound' Even the chaos can be beautiful, but people memorize products not services. People to be celebrated and things to be used but its contrasts'

Page58- Tuesday 9.40am

AI competes human judgement despite of brain being such a beautiful app!!Hearts hardwired emotions to brain'

Page72- What are we really building??

A work-life balance, even home feels like office at quarter end report'

Happy hours reported' Rich builds for generations and poor feels rich@ Saturday nights

Page365- THE END

The emergent mind provides a fascinating experience of how complex systems arise from simple elements by decluttering the rots, the foundational idea of neural network why we change our mind and how we are affected by context and experience. The mental algorithms show how a data driven neural network with an imaginative architectural model defines our action verbs... Are you a robot?? Enter Captcha code

The power of subconscious mind, cognitive science and AI is essential to solve the mysteries of human intelligence with transformative rise of machine learning- metahuman or machine' Knitting isn't difficult once you got knack for innovative solutions to business challenges and creative perspective, art of data storytelling, decoding the consumers mind or being able to implement the ideas in real world simulation you won half the battle inside the mind.(matrix mega mind)So what's your superpower, meet Coach a research backed AI career expert.

- ✓ Discover careers that match strengths and interests
- ✓ Learn about industry trends and future job opportunities
- ✓ Identify the right occupations, internships, or entrepreneurship paths

Geoff Woods, the founder of AI leadership empowers leaders to harness AI webs, escape operational overwhelms and thinks strategically to accelerate growth. Leadership in our decentralized ecosystem is shifting from hierarchical command to shared responsibility, open communication channels human-in-loop



and collaborative decision making. We embrace business model that guides leaders to forecast future foresight, mitigate risks, narrative real-time dynamics and strategic funding driving human-AI collaboration within our innovation ecosystem. The big question here is – What's your AI identity?? AI powered platform identifies the skill-gap and empowers you with designed workforce programs, builds connections, boosts job performance and delivers measurable impact.

A visually appealing portfolio with strategic entrepreneurship (like Air Bnb), scaling business by recurring revenue, retain customers, scoring high with the first mover advantage, thinking growth demands upskilling and continuous learning say Innovator's dilemma in maintaining competitive edge. Microsoft's CEO Satya Nadella, since 2014, embraced global cloud infrastructure & services and doubled its market share when the company went into declining phase after maturity. He quickly approved the \$7.5 billion GitHub acquisition at a Suncadia Resort, saying whether people still use GitHub if it was run by Microsoft?? We need to focus on re-invention, bubble startups and growth-trajectories creating value chain framework with margins. It emphasizes on recognition, experimentation and calculated risk taking to remain dynamic in competitive and uncertain environments, time-tide tradition.

TOI Tech Desk's news coverage spans a wide spectrum across gadget launches, gadget reviews, trends, in-depth analysis, exclusive reports and breaking stories that impact technology and the digital universe. Be the latest happenings in AI, cybersecurity, personal gadgets, platforms like WhatsApp, Instagram, Facebook and more answers to When, Why, How? The brand stories partner channels with paid media and soapy issues creating platform for social, digital marketing trends.

Strong international example of corporate entrepreneurship is Amazon by allowing internal team to function as independent binary pizza teams that explores new opportunities and adapt to the concept of intrapreneurship within the organization.

This approach enables Amazon to seamlessly renew its business model, enter new markets and generate long terms growth, illustrating how established corporations can behave entrepreneurially without relying solely on lean startups.

## ANALYSIS AND DISCUSSION

Large sample studies and corporate evidence consistently shows that fully insulated ventures suffer from weak strategic alignment and poor value capture, even when early innovation performances are high.

Most corporate ventures fail to scale into material revenue contributors unless they are reintegrated into core business.

Firms that rely only on insulated units often create innovation silos that do not transform the parent organization.

### From seed to scale: Funding innovation

Funding innovation effectively, from nascent ideas to widespread adoption, is a critical component of our capital investment planning decision. We employ a mix of internal R&D, corporate venturing acquisitions and strategic partnerships. While R&D is a key driver of innovation, its funding can be challenging and unpredictable. While we often struggle to pace with the modern market, so we've adapted by strategically allocating resources to fuel discoveries.

### Navigating disruption and market evolution

The market is in a constant state of flux, presenting both formidable challenges and unparalleled opportunities. Competitive threats, rapid technological shifts, and economic instability demand agile decision making. Navigating disruption and market evolution means building organizational agility, fostering innovation, embracing technology, and strategically adapting business models through deep market analysis, cross-functional collaboration, and proactive workforce management to transform threats into growth opportunities, as seen with examples like Apple's iPhone strategy. Success requires moving beyond traditional planning to create purpose-built capabilities for uncertainty, focusing on new ventures, and strategically shifting resources.

### Portfolio designing and synergy creation

Designing our portfolio is a continuous challenge, balancing the roadmap to destination. The ladder for milestones allows us to seek successful completion of timebound projects from ideation to validation. The focus lies on prioritizing projects and aligning them with our overarching business objectives, balancing short term gains with long term potential.

In other words, designing a professional showcase of one's work (creative/professional portfolio) and a strategic management approach to maximize value through collaboration between different projects or business units (synergy creation in a project portfolio).

### RECENT TRENDS:

#### Venture style internal funding models

Rather than relying on annual budgeting reports, internal teams compete for capital based on traction, scalability and strategic fit, mirroring startup ecosystems within the firm.

#### AI enabled intrapreneurship

Generative AI and advanced analytics are accelerating opportunity identification, rapid prototyping and experimentation enabling corporation to simultaneously bet on entrepreneurial ideas faster at low cost.

#### Corporate startup collaboration

Instead of building everything in-house, firms are partnering with startups, education hubs, innovation through co creation labs, accelerator warehouses and venture architectural models. This trend allows corporations to access external innovation while leveraging their own scale, data and market access.

#### Strategic spin offs and platform ventures

Organizations are increasingly spinning off internal ventures or structuring them as platform-based businesses to attract external partners. These ventures often operate semi-independently with their own leadership, incentives and growth mandates.

#### Cultural and governance redesign

Firms are redefining 360° performance metrics, leadership roles @social digital political media platforms to legitimize experimentation and intelligent failures. Corporate entrepreneurship is no longer treated as an ad hoc initiative, but as a formal strategic capability aligned with long term competitiveness and resilience.

### CONCLUSION

Exploration of CEO's diary entries documenting leadership experiences within an innovation-driven conglomerate summarizes a unique blend of explore and exploit strategies. Leading an innovation conglomerate in Gen-next era requires foresight, scaling and risk management, not majority will understand. Embracing a dual innovation portfolio in a culture of empowered autonomy focuses on growth trajectories embarking clear metrics for success. The future CEO isn't just operational, its commercial, digital and data driven.

Beyond 2025- the real power tools is owning the analytics:

Your dashboard becomes elevator pitch, your metrics becomes language, your data becomes growth strategy, your narratives become brand story... your identity should close deals faster than promises. Nobody talks about leadership starts with doing not delegating, every boss started as a worker' Stepping into the shoes of subordinates before teaching them how to tie the lace? Attrition/absenteeism. Busy isn't productive, its state of mind.

When every task needs approval, nothing moves!!

Rise after fall makes a better understanding in between, what's said and what's left unsaid!!

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