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Organizational innovation: the case of Netflix

Ioanna Dimitrakaki

International Hellenic University of Greece

Abstract

In today's era, where continuous change is considered as the only constant, the concept of innovation is a very important element in relation to achieving organizational success, survival and growth. At the same time, organizations are under constant pressure. The acquisition of significant resources (such as capital, etc.) may have been sufficient to develop a competitive advantage for organizations in the past, but in today's era a significant paradigm shift has occurred (resource-based view to knowledge-based view). Organizations in the present time, cannot be satisfied with just acquiring essential resources, but must be able to respond to continuous changes, in innovative and creative ways. The modern problems that organizations face can be continuous, unpredictable and more complex than ever. At the same context, customers and interest groups are more informed than ever, on a continuous basis, and are able to access and analyze information that has to do with the business models, strategies and internal reality (to some extent) of the organizations. This environmental complexity has led to the emergence of the concept of innovation as a central, contemporary variable. Innovation and the ability to continuously achieve its outcomes, is considered to be a critical element in terms of managing uncertainty, competition that arises and developing a sustainable competitive advantage. Failure to achieve innovation can constitute a viable threat to the very existence of modern organizations.

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