


Chapter 10

Entrepreneurship and Intrapreneurship as Innovation Source in the Defense Industry and Military

Olcay Okun

 <https://orcid.org/0000-0002-7096-5794>
Hasan Kalyoncu University, Turkey

Korhan Arun

Tekirdağ Namık Kemal University, Turkey

ABSTRACT

Many military-related innovation approaches can be followed, such as doctrinal, tactical changes, and innovations in the organizational structure of military units. These approaches examine innovation in its historical context and flow. Defense industries of the countries are an indicator of their power in the international arena and develop new war weapons, systems, and equipment with innovation. Innovations turn it into economic power. Militaries are the most important customers of the defense industries. From the design of the products to the feedback of the last user, the defense industry, and military are in mutual interaction. Military culture, which is shaped in the light of the experiences gained with blood on the battlefield and has its dynamics, is one of the main phenomena in the acceptance of innovations and shaping the culture of military innovation. In this chapter, the authors examine the contribution of the defense industry and military employees to innovation in these innovation processes and the organizational acceptance processes offered to the use of these innovations.

DOI: 10.4018/978-1-7998-6655-8.ch010

INTRODUCTION

When the First World War ended, greater than ten million soldiers lost their lives, twenty million were injured, and most of them permanent, and tens of cities were ruined. In the Second World War, which started 21 years later, more than seventy million people died. These figures clearly show the extent of the devastating power of human beings, who started their struggle with nature by using sticks. Behind this, destructive power is increased scientific power. Dozens of chemists, physicists, and biologists; Like British admiral John Fisher, who said, “The war will be won thanks to new inventions,” he made brand new inventions in his field as a result of the financial resources provided by the managers who tried every way to win. These developments did not only remain on the battlefield but also became the ancestor of many studies that would advance humanity technologically. These two great wars, especially the 20th century and the post-war period, are responsible for the high point that science has reached today, as well as the disasters and destructions experienced by humanity.

Innovation and military concepts may seem separate perspectives. There are three main reasons for this (Posen, 1984). First, because of the process of institutionalization, innovation in military doctrine should be rare. It will only occasionally be sponsored by the military organization itself. Second, Innovations in military doctrine will be rare because they increase operational uncertainty. While innovation is in process, the organization’s standard operation procedures (SOPs) and training programs will be in turmoil. Third, military organizations often graft new pieces of technology on to old doctrines because a technology that has not been tested in war can seldom function by itself as the catalyst for doctrinal innovation. However, military innovations can occur for two main reasons. First, armed organizations do seem willing to learn from wars fought by their nations--with the weapons and perhaps the doctrine of the dominant nation or organization (in this paper NATO). Second, Military organizations are even better able to learn about technology by using it in their wars. In this case, Turkey has been fighting with many terrorist organizations until the 1980s.

Today, we live in an era where the latest technologies are used, and defense systems are being developed day by day. In the changing world order, the defense industries of the countries have become a leading indicator of their independence. The power of countries in the international arena is determined by the innovative products they develop in defense industries. Innovation is an important influence in shaping the economic future of a country. Innovation is the cornerstone of a sustainable economy, growth, and prosperity. In a globalizing world economy and an intensely competitive environment, countries must present differentiation, new products, services, or value-added processes to the market to sustain the defense

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/entrepreneurship-and-intrapreneurship-as-innovation-source-in-the-defense-industry-and-military/272348

Related Content

Which Are the Appropriate Skills Needed for the Entrepreneurial Success of Startups in the Era of Digitalization?

Amina Omrane (2020). *Developing Entrepreneurial Competencies for Start-Ups and Small Business* (pp. 215-235).

www.irma-international.org/chapter/which-are-the-appropriate-skills-needed-for-the-entrepreneurial-success-of-startups-in-the-era-of-digitalization/251730

Evolving Faster Than Lightning: How Is Digital Marketing Changing the Brand? The Future for Digital Marketing Tools

Danny C. Barbery-Montoya (2019). *Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics* (pp. 336-352).

www.irma-international.org/chapter/evolving-faster-than-lightning/226104

ICT Uses and Innovation Types: An Empirical Investigation Based on Algerian Manufacturing Organizations

Soraya Sedkaoui and Salim Moualdi (2020). *International Journal of E-Entrepreneurship and Innovation* (pp. 41-55).

www.irma-international.org/article/ict-uses-and-innovation-types/239576

Returnee Entrepreneurship and Occupational Health and Safety in Nigeria

Juliana Funmilayo Afolabi and Isaac Oluwajoba Abereijo (2017). *Diasporas and Transnational Entrepreneurship in Global Contexts* (pp. 90-101).

www.irma-international.org/chapter/returnee-entrepreneurship-and-occupational-health-and-safety-in-nigeria/174252

Desired State of Entrepreneurial IT Organizations: An Analysis Based on Iran's SMEs

Mohammad Ali Sarlak, Ali Ghorbani, Hosein Abbasi Esfanjani and Mirza Hassan Hosseini (2010). *International Journal of E-Entrepreneurship and Innovation* (pp. 45-58).

www.irma-international.org/article/desired-state-entrepreneurial-organizations/46055