

<i>Model</i>	<i>Generation</i>	<i>Characteristic</i>
Technology Push	First	Simple linear sequential process. Emphasis on R&D and science. Innovation is pushed by technology and science.
Market Pull [13]	Second	Simple linear sequential process. Emphasis on marketing. Innovation is pulled by market needs.
Coupling Model [7]	Third	Recognizes interaction between different elements and feedback loops between them. Innovation is a result of simultaneous coupling of knowledge within all three functions: R&D, manufacturing and marketing.
Interactive Model [7]	Fourth	Combination of push and pull models, integration within firm. Innovation process is viewed as parallel activities across organizational functions.
Network Model [12]	Fifth	Recognizes influence of external environment and the effective communication with external environment. Innovation happens within a network of internal and external stakeholders.
Open Innovation [1]	Sixth	Innovation processes does not take place only within the firm boundaries. Internal and external ideas as well as internal and external paths to market can be combined to advance the development of new technologies or introduction of innovative products, services and processes.