

B2B Industrial Services Innovation and Management. Impact of Globalization on Industrial Services Innovation and Management - Effects of Increased markets and Competition, and Innovation and New Role of Management.

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The world we live in is totally different in 2009 than it was only 10-15 years ago. The world market which used to be Western Europe, North America and Japan, about $\frac{1}{4}$ of the worlds population, has grown to $\frac{3}{4}$ of the population. The effects of globalization affect all the processes, the market and the competitive situation of a company. Companies cooperate and compete together in totally different ways now. Production has moved to China and neighboring countries. Service jobs like programming and IT-jobs, engineering, reception services, accounting and medical services are moving to English-speaking India.

The world has changed. It will have a large impact on companies' competitiveness, on ourselves, and especially our children's opportunities. The globalised world represents both threats and opportunities. It will have a large impact on companies need for innovation, its ability to do so, and a need for a different approach of management.

The study aims to define the threats and opportunities originating from changing competitive environment, how innovation and management are affected, and how these areas can benefit from the changes. Further the aim is to demonstrate how the local industrial service companies in the oil and gas cluster can use innovation and management to gain competitiveness.