Next Plc Innovations... A​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​SSESSMENT TASK 1: (1250 words) ASSESSMENT INTRODUCTION - TASK 1 “Innovation is increasingly seen as a key strategic priority due to its potential to create sustainable competitive advantage. Innovative organisations are more able to mobilise the knowledge, skills, and experiences of people, and create new products, services and processes successfully to get things done faster, better and at a lower cost. When customers buy the outcome of innovations, companies increase their turnover.” (Cole and Kelly, 2015). ASSESSMENT TASK 1: A. Assess the impacts of innovation and technology and how it has affected the sales, profits and growth of one of the following companies. (Next plc) ASSESSMENT TASK 2: (1250 words) ASSESSMENT INTRODUCTION TASK ​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​2: Corporate Governance specifies the distribution of rights and responsibilities among different participants in the company, such as the board, managers, shareholders and other stakeholders. (Source: OECD April, 1999). Corporate Social Responsibility (CSR) is “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (Source: World Business Council for Sustainable Development). ASSESSMENT TASK 2: A. Evaluate the importance of Corporate Social Responsibility (CSR) for the same organisation of your choice in Task One above. B. A. Apply Archie Carroll’s (1991) CSR mo​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​del to your chosen organisation.