Abstract:
Increasing innovation dynamic requires faster processes and more flexibility for complex products (Link, 2014). There are many innovation and innovation management related studies in agile software development. However, there is a research gap for a detailed view on how the agile teams innovate exactly (Tomi Juhola et al., 2013). It is especially interesting to consider the corporate constraints and the related stakeholders within the corporation. What kind of agile methodologies are used while pushing innovation projects within the corporate boundaries and how do these happen? Innovation is especially challenging, where it is most disruptive not only of existing markets but rather organizational structures (Smith, 2007). Considering agile approaches within highly regulated context, the paper provides an insight into the challenges while implementing agile approaches within automotive industry.