Preface

At an Academy of Management meeting in the mid-1980s, I approached a senior management scholar for career advice, wanting to know whether to continue studying organizational innovation. He assured me that the management of innovation would prevail as a popular topic and research on it would grow. Since then, as I was advised, research on innovation in organizations has been expanded, new typologies and theoretical explanations have advanced, and the number of publications in management and business journals have accelerated.

With expansion and growth, however, comes complexity and ambiguity. Management is a multidisciplinary field. Innovation scholars in management come from diverse educational backgrounds, view innovation differently, and study various aspects of it. Therefore, sources and outcomes of innovation have been examined from different theoretical perspectives at different levels of analysis. The breadth of disciplinary orientations, multiplicity of conceptualizations, and apparent inconsistencies in research findings make a clear understanding on why and how organizations innovate exceedingly challenging. For newcomers to the field, it can be overwhelming.

The goal of this book is to help the reader gain familiarity with the primary elements of innovation, theoretical perspectives in studying organizational innovation, empirical contributions of current studies, and research opportunities for future studies. Empirical findings on antecedents, processes, and consequences of innovation are synthesized to identify research gaps. Insights from various research strands are used to explain theory driving research. Insights are drawn from economics, psychology and sociology, but the primary disciplinary focus of this book is business and management, concerning the management of innovation in organizations.

Nowadays, most publications on innovation management focus on the generation of technological market-oriented innovations in business organizations. This book takes a different view. It posits that organizations generate both market and nonmarket as well as technical and nontechnical innovations. In addition to developing innovations new to market or industry, organizations adopt programmes or practices that are new to them. The influence of innovations on organizational conduct and outcomes is a function of engaging in both generation and adoption processes. The 'organization' in this book refers not only to business, for-profit firms, but also to non-business, public, and

non-profit organizations, as they too engage in innovation activities to enhance their conduct and outcomes.

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