

INNOVATIVE BEHAVIOUR: LINKAGE BETWEEN IDEA GENERATION
AND IDEA IMPLEMENTATION



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A THESIS
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
FELLOW PROGRAMME IN MANAGEMENT
INDIAN INSTITUTE OF MANAGEMENT
INDORE

by

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Date: 21/03/2017

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ABSTRACT

With the increasing focus on innovation in organizational context, there is a renewed interest to explore the drivers of innovation. One of the important drivers of innovation is innovative behavior (IB) of employees in the organization (Messmann & Mulder, 2014). Though innovative behavior has been conceptualized in many ways by different researchers, it can be broadly classified as a two stage process involving, the generation of ideas (regarding products, processes and procedures) and their implementation (Saroghi, Libaers, & Burkemper, 2015).

Though this sequence seems logical and fairly evident, the process is complex with many obstacles. In addition, studies exploring how the implementation of an idea proceeds are relatively scant. Current work aims to address this issue by investigating the complex linkages between idea generation and idea implementation. Based on a multi-method, multi-sample approach, the present study asserts a curvilinear relationship between the two stages. The study further explores the impact of both the individual and the contextual factors on the above relationship. Implications of the study were discussed.

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ABBREVIATIONS

IB	Innovative Behaviour
TMGT	Too Much of a Good Thing
RBSE	Role Breadth Self Efficacy
AL	Ambidextrous Leadership
PM	Pro Social Motivation