

Comeig, Irene; Mas-Tur, Alicia; Viglia, Giampaolo

Article

Introduction to the special issue on innovation, knowledge absorption, judgement and decision-making processes

European Journal of Management and Business Economics (EJM&BE)

Provided in Cooperation with:

European Academy of Management and Business Economics (AEDEM), Vigo (Pontevedra)

Suggested Citation: Comeig, Irene; Mas-Tur, Alicia; Viglia, Giampaolo (2018) : Introduction to the special issue on innovation, knowledge absorption, judgement and decision-making processes, European Journal of Management and Business Economics (EJM&BE), ISSN 2444-8451, Emerald, Bingley, Vol. 27, Iss. 2, pp. 126-128, <http://dx.doi.org/10.1108/EJM&BE-07-2018-067>

This Version is available at:

<http://hdl.handle.net/10419/190561>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by/4.0/>

Introduction to the special issue on innovation, knowledge absorption, judgement and decision-making processes

Introduction

The recent global financial crisis has stressed the importance to rely on long-term sources of economic growth. Prior research on business, economics and management has shown that knowledge-intensive services and innovation contribute not only to social well-being, but also to regional and national long-term economic growth (e.g. Audretsch and Keilbach, 2004; Braunerhjelm, 2011; Parellada *et al.*, 2011; Wu, 2013; Mas-Tur and Soriano, 2014; Mas-Tur and Simón-Moya, 2015; Mas-Tur and Bolufer, 2016).

Innovation may be defined as novel adoption or exploitation of processes, products or services that add economic or social value. But, to translate into economic or social improvements, innovation relies on organisational culture and knowledge absorption (Murovec and Prodan, 2009; Behrens, 2016; Pera and Viglia, 2016; Solis Vázquez *et al.*, 2017). Absorbing external knowledge and creating internal knowledge are key processes for innovation in firms. In fact, internal knowledge creation and absorptive capabilities have been shown to positively affect innovation performance (Camisón and Forés, 2010; Esterhuizen *et al.*, 2012; Forés and Camisón, 2016).

Knowledge absorption relates to the manager's judgement and the firm's decision-making processes. Social judgement theory (Sherif and Hovland, 1961) provides a framework for understanding firms' and managers' innovation-related decision processes. When managers make innovation-related decisions, they focus on four key attributes: profitability (i.e. financial returns and risk), strategic considerations (i.e. competitive advantage), uncertainty (i.e. demand and technological uncertainty) and social dimensions (e.g. management support and reputation). Judgement and decision-making processes regarding project choices are critical for achieving superior innovation performance, thus previous research has overlooked at this issue.

This special issue contributes to the literature on innovating and managing knowledge through judgement and decision making. In doing so, this special issue supports long-term economic growth complementing prior studies on innovation and knowledge management. The findings presented herein are pertinent to private and public decision makers, scholars and professionals. This special issue was initiated through the 7th Global Innovation and Knowledge Academy Conference, which took place in Lisbon, Portugal, in June 2017.

Contributions

The first contribution presents an analysis of "The effect of strategic flexibility configurations on product innovation". In this study, Behara, Bingol, Ozkan-Canbolat and Szczygiel apply fuzzy-set qualitative comparative analysis to data from semi-structured interviews with workers at electrical household appliance firms. The results reveal departmental contributions to strategic flexibility and the effect on product innovation.



In the following contribution, de Juana-Espinosa and Rakowska analyse “Public sector motivational practices and their effect on job satisfaction: country differences”. By presenting data from a sample of administrative workers at Spanish and Polish universities, the authors confirm that bureaucratic culture overrides country differences. The authors conclude that public sector organisational practices can be applied to different countries to improve performance. Mocciano Li Destri and Lo Nigro investigate “The relationship between institutions and value creation in software development models”. The authors compare different institutional settings and explore how the adoption of a hybrid model involves modification of the firms’ value appropriation strategy.

Oghazi, Rad, Karlsson and Haftor analyse “The effects of RFID and ERP systems on supply chain management”. Their findings indicate that these enterprise systems facilitate supply chain integration by improving information flow. The study has important implications for practitioners and scholars. In the subsequent contribution, Orozco, Vargas and Galindo present “The relationship between board size and financial and reputational corporate performance: the case of Colombia”. The study investigates the relationship between board size and financial and reputational corporate performance using correlations and cluster analysis. According to the analysis, large boards are associated with high performance on corporate reputation and poor financial performance, but there is no relationship that exists between financial and reputational performance.

The last contribution is “R&D and non-R&D in the innovation process among firms in ASEAN countries: based on the firm-level survey data”. In this study, Tsuji, Ueki, Shigeno, Idota and Bunno use survey data and probit analysis to identify different approaches to R&D and non-R&D innovation. The results indicate that leadership by top management drives innovation in local non-R&D firms.

Holistically, the package of articles informs on the role of knowledge management and innovation across different geographical and organisational contexts. In particular, the breadth of topics, spanning from value creation to supply chain and financial performance, offers a comprehensive view of the studied phenomena.

Irene Comeig

Department of Corporate Finance, University of Valencia and ERICES, Valencia, Spain

Alicia Mas-Tur

University of Valencia, Valencia, Spain, and

Giampaolo Viglia

Department of Marketing and Sales, University of Portsmouth, Portsmouth, UK

References

- Audretsch, D.B. and Keilbach, M.C. (2004), “Entrepreneurship and regional growth: an evolutionary interpretation”, *Journal of Evolutionary Economics*, Vol. 14 No. 5, pp. 605-616.
- Behrens, J. (2016), “A lack of insight: an experimental analysis of R&D managers’ decision making in innovation portfolio management”, *Creativity and Innovation Management*, Vol. 25 No. 2, pp. 239-250.
- Braunerhjelm, P. (2011), “Entrepreneurship, innovation and economic growth: interdependencies, irregularities and regularities”, in Audretsch, D.B., Falck, O., Heblich, S. and Lederer, A. (Eds), *Handbook of Research on Innovation and Entrepreneurship*, Edward Elgar, Cheltenham, pp. 161-213.
- Camisón, C. and Forés, B. (2010), “Knowledge absorptive capacity: new insights for its conceptualization and measurement”, *Journal of Business Research*, Vol. 63 No. 7, pp. 707-715.
- Esterhuizen, D., Schutte, C.S.L. and Du Toit, A.S.A. (2012), “Knowledge creation processes as critical enablers for innovation”, *International Journal of Information Management*, Vol. 32 No. 4, pp. 354-364.

- Forés, B. and Camisón, C. (2016), "Does incremental and radical innovation performance depend on different types of knowledge accumulation capabilities and organizational size?", *Journal of Business Research*, Vol. 69 No. 2, pp. 831-848.
- Mas-Tur, A. and Bolufer, J.S. (2016), "Different innovation policies for different types of innovative companies? Social implications", *European Journal of International Management*, Vol. 10 No. 4, pp. 467-478.
- Mas-Tur, A. and Simón-Moya, V. (2015), "Young innovative companies (YICs) and entrepreneurship policy", *Journal of Business Research*, Vol. 68 No. 7, pp. 1432-1435.
- Mas-Tur, A. and Soriano, D.R. (2014), "The level of innovation among young innovative companies: the impacts of knowledge-intensive services use, firm characteristics and the entrepreneur attributes", *Service Business*, Vol. 8 No. 1, pp. 51-63.
- Murovec, N. and Prodan, I. (2009), "Absorptive capacity, its determinants, and influence on innovation output: cross-cultural validation of the structural model", *Technovation*, Vol. 29 No. 12, pp. 859-872.
- Parellada, F.S., Ribeiro Soriano, D. and Huarng, K.H. (2011), "An overview of the service industries' future (priorities: linking past and future)", *The Service Industries Journal*, Vol. 31 No. 1, pp. 1-6.
- Pera, R. and Viglia, G. (2016), "Exploring how video digital storytelling builds relationship experiences", *Psychology & Marketing*, Vol. 33 No. 12, pp. 1142-1150.
- Sherif, M. and Hovland, C.I. (1961), *Social Judgment: Assimilation and Contrast Effects in Communication and Attitude Change*, Yale University Press, New Haven, CT.
- Solis Vázquez, S.Y., García Fernández, F. and Zerón Félix, M. (2017), "Impacto de la capacidad de absorción del conocimiento en la innovación. El caso del sector petroquímico en Reynosa, México (Impact of knowledge absorption capacity on innovation. The case of the petrochemical sector in Reynosa, Mexico)", *Innovar*, Vol. 27 No. 66, pp. 11-27.
- Wu, C. (2013), "Global-innovation strategy modeling of biotechnology industry", *Journal of Business Research*, Vol. 66 No. 10, pp. 1994-1999.