What Makes the Glass Half Full and (How) does it Matter? 
Material Resource Perceptions in Innovation Projects

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Abstract: Studies on the role of material resources for innovation project performance have provided inconclusive results. Addressing this gap in the literature, we build on analyses on data of 121 innovation projects from the electronics industry and identify team potency, collective action repertoire, and workload as socio-cognitive drivers of innovation project teams’ perception of material resource adequacy. Moreover, we find that the perception of material resource adequacy relates positively to new product quality, while it relates negatively to new product novelty. This research points to new directions for further theorizing on the link between material resources and innovation project performance.


Date: Friday 22 February 2013
Time: 1:00-2:00 (presentation) followed by Afternoon tea
Venue: BUSN 142 Case Study Room
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