Developing and maintaining innovation is critical for the survival and growth of many firms. However, extant research on innovation focuses mainly on large companies in developed economies. This study proposes to investigate how the innovation performance of SMEs in emerging economies are influenced indirectly (via innovation teams) by the informal institutions (relational norms), and how this relationship is moderated by innovation champions.

A mixed-methods approach will be used comprising multiple contextualised case-study research followed by a larger survey. This study is expected to contribute in extending our understanding of the role of an innovation champion, relational norms and the innovation team on SME innovation performance within the context of an emerging economy.

PhD Proposal Seminar

Date: Wednesday, 02 September 2015
Time: 11:00am—12:00pm
Venue: BUSN201 (Case Study Room)
Enquiries: Greg Brush: greg.brush@uwa.edu.au