

Rescaling Organizational Innovativeness: The Indian Context

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Abstract

There is general agreement that organizational innovativeness is a multidimensional construct. The scale for organizational innovativeness developed and validated by Wang and Ahmed (2004) takes this multidimensionality into account. In this study, the authors investigate whether this scale is robust enough to be invariant across different cultures. Starting with the innovativeness construct of Wang and Ahmed, the article discusses its rescaling using data from Indian organizations. Exploratory factor analysis was performed on the data from 481 respondents from 14 diverse Indian organizations to obtain the underlying factor structure of the innovativeness construct. Four factors with strong internal consistency and clear loadings were extracted—behavioural, process, strategic and product–market innovativeness. Their close correspondence to the five factors of Wang and Ahmed demonstrates the robustness of the organizational innovativeness construct. The 22-item scale demonstrates high reliability and convergent validity.

Keywords

Organizational innovativeness, innovation, scaling, exploratory factor analysis

Introduction

Innovation has been one of the most discussed topics in the literature across disciplines in recent times. The reason it has attracted so much attention is that it is deemed to positively impact organizational performance (Gronhaug & Kaufmann, 1988; Prahalad & Hamel, 1990; Woodman, Sawyer, & Griffin, 1993; Zien & Buckler, 1997). Innovation is commonly believed to be a key driver of survival, growth and success of firms in the face of increasing turbulence in the business environment (Tellis, Prabhu, & Chandy, 2009). Organizations successful with innovation are characterized by their eagerness to deal with risk and instability, their adaptability to contingencies, their unwavering motivation to create value for customers and their almost ‘pervasive attitude’ to see beyond the present in order to shape the future (Ahmed, 1998; Buckler, 1997).

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