

BRICOLAGE AS A PATH TOWARDS ORGANIZATIONAL INNOVATIVENESS IN TIMES OF MARKET AND TECHNOLOGICAL TURBULENCE

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Introdução

Companies need guidance on how to operate in turbulent environments in order to improve their innovative performance. However, few studies have been done specifically about how market and technological turbulence affects the innovative performance in emerging markets. In this paper, it is specified a proposed model with market turbulence, technological turbulence, and bricolage behavior as antecedents of organizational innovativeness.

Problema de Pesquisa e Objetivo

What is the influence of the bricolage behavior on organizational innovativeness in contexts affected by technological and market turbulence? The purpose of this study is to argue that in times of technological and market turbulence, companies need to improve their organizational innovativeness in order to become more competitive, and the bricolage behavior can play an important role acting as a path during this improvement process. In other words, the main aim is to show evidence that by engaging in bricolage companies can better perform innovative activities when developing innovations.

Fundamentação Teórica

2.1 Organizational Innovativeness 2.2 Market and Technological Turbulence 2.3 Bricolage Behavior

Metodologia

Two conceptualizations of the role of environmental turbulence are examined: (1) that market turbulence and technological turbulence are additional direct antecedents to organizational innovativeness performance; and (2) that the baseline model has a mediating effect by the bricolage behavior. In this sense, the strengths of the paths differ depending on the presence of a context of turbulence. Data analysis was conducted with 215 subsidiaries from multinational companies operating in Brazil, and applied using the structural equations modelling as quantitative method to test the hypotheses.

Análise dos Resultados

The results indicated that the mediating effect evidenced by the bricolage behavior was supported. In other words, the path from market and technological turbulence to organizational innovativeness is significantly better when permeated by bricolage behavior.

Conclusão

The results provided two positive relationships and both were supported by the tests. Specifically, the influence of technological and market turbulence on organizational innovativeness, and the role of the bricolage as an important path to better develop this innovativeness in firms located in emerging markets. In other words, a stronger positive relationship between technological turbulence and organizational innovativeness was found when this relationship is mediated by the bricolage behavior. This was in line with some studies in the literature and the proposed hypotheses of this study.

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