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Managing Innovation Adoption: From Innovation to Implementation

Majharul Talukder

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When Innovation is considered one of the key drivers of corporate success, why do organisations struggle to implement it? Research suggests that innovations fail due to a lack of acceptance by employees; therefore an understanding of potential adopters and the factors influencing their decisions is essential. Despite much research on adoption of innovation by an organization, very little is known about its acceptance by individuals within it. Managing Innovation Adoption is about managing technological innovation implementation at work in an effective way by presenting a new theoretical framework.Based on the theory of reasoned action (TRA), the technology acceptance model (TAM) and other conceptual frameworks, Dr Talukder's enhanced model combines factors from existing and original models to create a coherent new model. The data collected proves that it can be used to assist a broader understanding of how people in an organization adopt and use innovations. As well as contributing to academic knowledge, the author's discoveries have practical implications for organizations, managers, administrators and employees.

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