



## Strategic Renewal: Management and Organization Innovation

### Track Chair

**Professor Frans A.J. Van Den Bosch**; Rotterdam School of Management, Erasmus University, The Netherlands

[fbosch@rsm.nl](mailto:fbosch@rsm.nl)

### Co-Organisers

**Professor Henk W. Volberda**; Rotterdam School of Management, Erasmus University, The Netherlands

**Professor Julian Birkinshaw**; London Business School, UK

**Professor Fariborz Damanpour**; Rutgers Business School, Newark; NJ; USA

Innovation and its impact on competitive advantage is widely addressed in the strategy literature. However, innovation is considered to be primarily associated with technological innovation. To be successful, technological innovation often requires complementary organization and management innovation and an enabling context for strategic renewal. These aspects are still rather under-researched. To contribute to this gap, the track will address four related questions.

*First*, how to improve the conceptual distinction between technological, organization and management innovation including the level of analysis issue and the related question regarding the most important theoretical attributes for each of the constructs? Are organization and management innovation defined as new to the industry or new to the firm? How to conceptually distinguish the degree of newness (e.g. exploitative vs exploratory innovation or incremental vs radical innovation)? *Second*, which theoretical perspectives may contribute to increased understanding of the antecedents of organization and management innovation and strategic renewal at the levels of analysis discerned? How to describe and analyse management and organization innovation as a process? How to develop conceptual frameworks focusing on the dynamics of co-evolutionary interactions at both firm and industry level of organization and management innovation. *Third*, how do organization and management innovation complement technological innovation and how is a firm's absorptive capacity and its exploitation / exploration balance associated to this? How are organization and management innovation related to technological innovation over time? How do particular strategic renewal trajectories influence these innovations? How does management and organization innovation influence firm performance? *Fourth*, how to develop proper measures and scales to empirically assess organization and management innovation at the various levels of analysis?

Papers focusing on conceptual and / or empirical research addressing these questions are invited.

### **Key words**

Strategic renewal; management innovations; organization innovation; technological innovation