

INCIDENCE OF ORGANIZATIONAL CULTURE IN THE RADICALITY OF INNOVATION IN PRODUCTS. Empirical study in the Colombian context.

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Product innovation and, in particular, its radical nature, is considered fundamental today for business growth and economic development in the countries, which is why research is growing, focusing on the factors that determine it. Organizational culture is considered an important determinant, because the culture to influence the behavior of employees can facilitate radical innovation. This paper analyzes how the organizational culture has an effect on the radicality of innovation in products and whether this effect is moderated by internal variables such as investment in R & D and by external variables such as the uncertainty of the environment. The relationships are contrasted by a linear regression analysis in a sample of Colombian industrial companies. The results indicate that foreign-oriented cultures have a higher incidence in the radicality of product innovation than those oriented internally, and that neither market uncertainty nor research and development moderate the incidence of organizational culture in the degree of radicality of innovation.