Enhancing Innovation Adoption in the Workplace

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Research on the importance of innovation in businesses is growing, but there are still many gaps in the evidence. Innovation is extremely difficult to measure and there is no commonly accepted method to do so. Many factors influence an organization’s ability to adopt new innovations, both controllable (internal) and non-controllable (external). This project aims to explain the benefits of making innovation a priority in the workplace and detail certain attributes that can enhance or inhibit innovation. To accomplish this I discerned factors influencing innovation adoption in the published literature and compared those factors to first hand data from innovation professionals, gathered via in-person interviews. After drawing comparisons and highlighting discrepancies between these two sources I identified six key factors that influence innovation adoption: 1) communicability, 2) targeting, 3) awareness, 4) change-oriented thinking, 5) support of management, and 6) employees on board. Implications of this research suggest that innovation adoption is the combination of many different factors, some more easily controlled and some not. Managers should focus on factors they have the power to change, such as making an innovation easily communicable. Innovations are more easily adopted if they become a part of company culture, which is more likely to occur if both the management and employees buy into the new idea. Innovation is necessary to keep a company competitive, but it is only helpful if both the organization and its employees genuinely want to change and are ready to take on that challenge.