



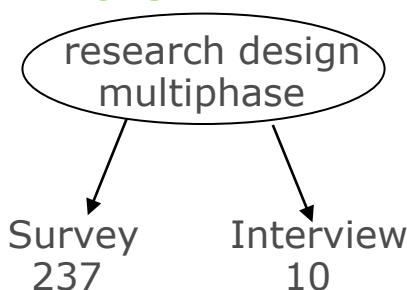
failures: The Case of Corporate Venturing

OBJECTIVE: To investigate the role of passive resistance (i.e. Unconscious action) in adoption-related behavior using a case study of corporate venturing.

ABSTRACT...

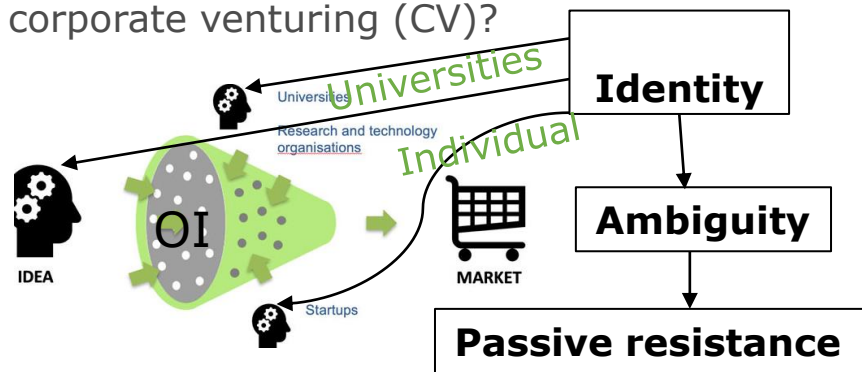
Past research revealed that many new products and services fail in a collaborative environment as a result of passive resistance to innovation. Findings from extant research have gone a step further to confirm resistance to change (RTC) and status quo satisfaction (SQS) as the antecedents. However, with limited empirical evidence such an assumption becomes difficult to generalize.

METHODS...



RESULTS...

RQ. How do firms understand and adopt corporate venturing (CV)?



RQ. Why does passive resistance behavior in open innovation (OI) lead to project failure?

CONCLUSION

The result revealed that failed or abandoned innovations in a collaborative environment may be a consequence of actors' resistance to change and/or their satisfaction with the status quo. It also reaffirms that ambiguity can trigger anxiety when interpreting, assimilating, and exploiting external knowledge

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