Managing Innovation Adoption: From Innovation to Implementation

By 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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Editorial Review

Review
'This book is an important source of information for the people who deal with the strategic implementation of technological innovation. The book is rooted in strong theories and is a practical guide to practitioners interested in effective implementation of technological innovations at work.'Professor Lawrence Pratchett, University of Canberra, Australia'The author combined individual, organization and social factors in innovation adoption to develop a new adoption framework. He has validated the framework through quantitative and qualitative studies. His framework has merit as it has a large coverage of variables. The book is highly recommended for those pursuing innovation adoption research.'Paul Yeow, Monash University, Australia'The book presents detailed information about the factors affecting the innovation adoption and implementation in workplace settings. The book would be an ideal reference book for academics, higher degree research candidates and researchers. The book is an important addition to the relevant literature.' Prof. Dr. Rafikul Islam, International Islamic University, Malaysia'In this book the author provides a useful insight into issues concerning effective implementation of technological innovation in an organizational context. The reader will find this book particularly useful in developing an understanding of the core concepts of technological innovation adoption as well as the critical factors affecting its implementation.' Associate Professor Stephen Boyle, University of South Australia, Australia

About the Author
Dr Majharul Talukder is an Assistant Professor of Management Studies in the Faculty of Business, Government & Law at the University of Canberra. He obtained his PhD from the University of South Australia in the area of innovation adoption and MBA from the Midwestern State University, Texas, USA. His major research interests are in innovation adoption, virtual community and virtual organization, electronic commerce, and strategic and technology management. He has published in numbers of international refereed journals including Journal of Organizational Computing and Electronic Commerce, Journal of Computer Information Systems, Australasian Journal of Information Systems, Asia Pacific Management Review, Human System Management, Asia Pacific Journal of Marketing and Logistics, and International Journal of Business Innovation and Research.

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