

Incidence of the organizational ambidexterity in innovation

The role of cultural factors. State of the art.

Abstract Proposal

The main purpose of this project is to determine the moderating role of the cultural orientation (adaptability / alignment) in the relationship between ambidexterity (exploration/exploitation) and innovation (radical / incremental). The theoretical framework of the research arises from theoretical and empirical relationships between innovation, ambidexterity and culture, and aims to improve knowledge about the moderating role of cultural orientation (adaptability / alignment) in the relationship between ambidexterity (exploration and exploitation capabilities) and innovation (radical /incremental). The type of research is quantitative and explanatory. The statistical population is 1940 Colombian high-tech industrial companies and the sample size is 253. The sampling type used is simple random and the information will be collected through a structured survey. Four hypotheses are formulated: the first two aim to verify the effect of the exploration and exploitation capacity in radical and incremental innovation respectively, and the other two refers to the moderating effect of the adaptability between exploration and radical innovation, and the alignment between exploitation and incremental innovation. With this research it is expected to contribute with new knowledge on business moderation, taking into account the interest of Colombian leaders to structure exploration and exploitation in search of innovation. The research offers a first empirical evidence on the relationship established in Colombian industries, since no studies were found in Latin America or in Colombia that address the impact of ambidexterity on innovation linked to cultural factors.

The research findings will be useful for entrepreneurs committed to innovation, and for scientific communities and networks of researchers interested in the study of innovation and its determinants, today a priority in our country public policy, considering that the results of the Survey of Technological Innovation and Development EDIT 2014, conclude that 58% of all manufacturing companies reported not to innovate in product or service.

This study is registered in the research line of the Doctorate in Engineering-Industry, Organizations: systems and management of technology, information, knowledge and technological innovation in industry and organizations, offered by the National University of Colombia - Campus Manizales.

Keywords:1 Innovation. 2 Ambidexterity . 3 Adaptability. 4 Alignment.