

## RESEARCH STUDENTS' SEMINAR SERIES

**Friday 6 February 2015**  
**12:00 – 13:00**

**SEERC Conference Room**  
**3<sup>rd</sup> Floor, Strategakis Bldg**

**“Evaluating Determinants of Innovation Outcome in Information Technology Companies in SEE: Influence of Interorganizational Relationships (IOR) and Knowledge Transfer (KT)”**

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### ABSTRACT

This study addresses a knowledge void in connecting influence of interorganizational relationships (IOR) and interorganizational knowledge transfer (KT) to innovation outcome. Research builds a theoretical framework combining individual theories of KT and IOR aiming to evaluate their joint influence on innovation outcome. Multi-methodology Act Frequency Approach (AFA) combining qualitative and quantitative is devised to test the construct as appropriate in determining organizational behaviours in cases of abstract concepts, underdeveloped literature and no previous or comparable measures. Contribution of this study is in connecting and mapping the area of influence of KT and IOR to innovation outcome, developing an innovation scale on determinants of innovation outcome, testing the scale in SEE, and application of AFA methodology to the field of innovation.

The seminar series is open to all members of *staff and students* of CITY and to any *externals* that wish to attend.



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