INTERPLAY BETWEEN ORGANIZATIONAL CULTURE AND OPEN INNOVATION: A REVIEW OF LITERATURE AND NEW DIRECTIONS

Farooq Ahmed Jam

PhD Student Institute of Graduate Studies
University of Malaya, Kuala Lumpur Malaysia
Email: jam_farooq@siswa.um.edu.my

Dr. Sharan Kaur

Senior Lecturer Department of Business Strategy & Policy
Faculty of Business & Accountancy
University of Malaya, Kuala Lumpur Malaysia
Email: sharan@um.edu.my

Dr. Ng Boon Kwee

Senior Lecturer, Department of Science & Technology Studies
Faculty of Science, University of Malaya, Kuala Lumpur Malaysia
Email: bkng@um.edu.my

Abstract

This review research aims to explore the role of organizational culture in determining the open innovation. The four types of organizational culture are discussed in relation to two types of open innovation (inbound and outbound innovation). Organizational group culture, hierarchical culture, development culture, and rational culture are positively related to inbound and outbound innovation. This research provides a deep view of culture integration with inbound and outbound innovation. It provides a future research direction for scholars and new insights for practitioners to bring open innovation in the organization.

Key Words: Organizational Culture, Group Culture, Development Culture, Hierarchical Culture, Rational Culture.