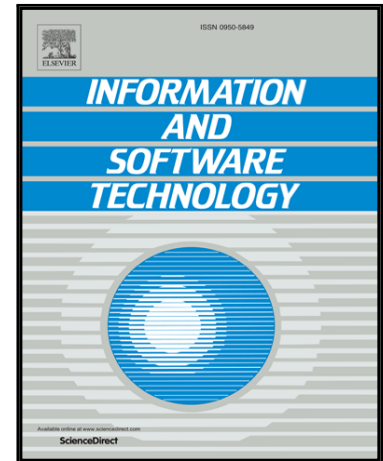


Accepted Manuscript

Innovation Initiatives in Large Software Companies: A Systematic Mapping Study

Henry Edison, Xiaofeng Wang, Ronald Jabangwe, Pekka Abrahamsson

PII: S0950-5849(17)30305-1
DOI: [10.1016/j.infsof.2017.12.007](https://doi.org/10.1016/j.infsof.2017.12.007)
Reference: INFSO 5929



To appear in: *Information and Software Technology*

Received date: 5 April 2017
Revised date: 2 November 2017
Accepted date: 15 December 2017

Please cite this article as: Henry Edison, Xiaofeng Wang, Ronald Jabangwe, Pekka Abrahamsson, Innovation Initiatives in Large Software Companies: A Systematic Mapping Study, *Information and Software Technology* (2017), doi: [10.1016/j.infsof.2017.12.007](https://doi.org/10.1016/j.infsof.2017.12.007)

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Innovation Initiatives in Large Software Companies: A Systematic Mapping Study

Henry Edison^a, Xiaofeng Wang^a, Ronald Jabangwe^b, Pekka Abrahamsson^c

^aFree University of Bozen-Bolzano, Piazza Domenicani 3, Bolzano 39100, Italy

^bMaersk Mc-Kinney Moller Institute, SDU Software Engineering, University of Southern Denmark, Campusvej 55, DK-5230 Odense M

^cFaculty of Information Technology, P.O. Box 35, FI-40014, University of Jyväskylä, Finland

Abstract

Context: To keep the competitive advantage and adapt to changes in the market and technology, companies need to innovate in an organised, purposeful and systematic manner. However, due to their size and complexity, large companies tend to focus on the structure in maintaining their business, which can potentially lower their agility to innovate.

Objective: The aims of this study are to provide an overview of the current research on innovation initiatives and to identify the challenges of implementing those initiatives in the context of large software companies.

Method: The investigation was primarily performed using a systematic mapping approach of published literature on corporate innovation and entrepreneurship, which was then complemented with interviews with four experts with rich industry experience.

Results: Our mapping study results suggest that, there is a lack of high quality empirical studies on innovation initiative in the context of large software companies. A total of 7 studies are conducted in the context of large software companies, which reported 5 types of initiatives: intrapreneurship, bootlegging, internal venture, spin-off and crowdsourcing. Our study offers three contributions. First, this paper represents the map of existing literature on innovation initiatives inside large companies. The second contribution of this paper is to provide an innovation initiative tree. The third contribution is to identify key challenges faced by each initiative in large software companies.

Conclusions: At the strategic and tactical levels, there is no difference between large software companies and other companies. At the operational level, large software companies are highly influenced by the advancement of Internet technology. In addition, large software companies use open innovation paradigm as part of their innovation initiatives. We envision our future work is to further empirically evaluate the innovation initiative tree in large software companies. More practitioners from different companies should be involved in the future studies.

Keywords: innovation, innovation initiative, corporate innovation, corporate entrepreneurship, large software companies, systematic mapping study

1. Introduction

How do large companies maintain their position in hyper competitive market? Over the years, corporate management relies on traditional way of advancement, which focuses on cost and lead time reduction and quality improvement (Rejeb et al., 2008). They are necessities but insufficient. Companies now operate in a time of increasingly tougher trading conditions, due to the expansion of the global market and technological advances (Kuratko et al., 2015). The advancement of Internet technologies has opened new markets worldwide and thus, increased competition among established

companies (Thornberry, 2001).

Today, it is widely accepted that innovation is vital to companies to sustain their competitive advantages e.g. (Chandy and Tellis, 2000; Teece, 2007; Kuratko et al., 2014). Innovation is “the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations” (OECD, 2005, p.46). Being innovative allows companies not only to keep stable in the dynamic and disruptive environment but also to create new business opportunities.

Developing product innovation is a risky activity

Download English Version:

<https://daneshyari.com/en/article/6948104>

Download Persian Version:

<https://daneshyari.com/article/6948104>

[Daneshyari.com](https://daneshyari.com)