

# Employee-driven digital innovation

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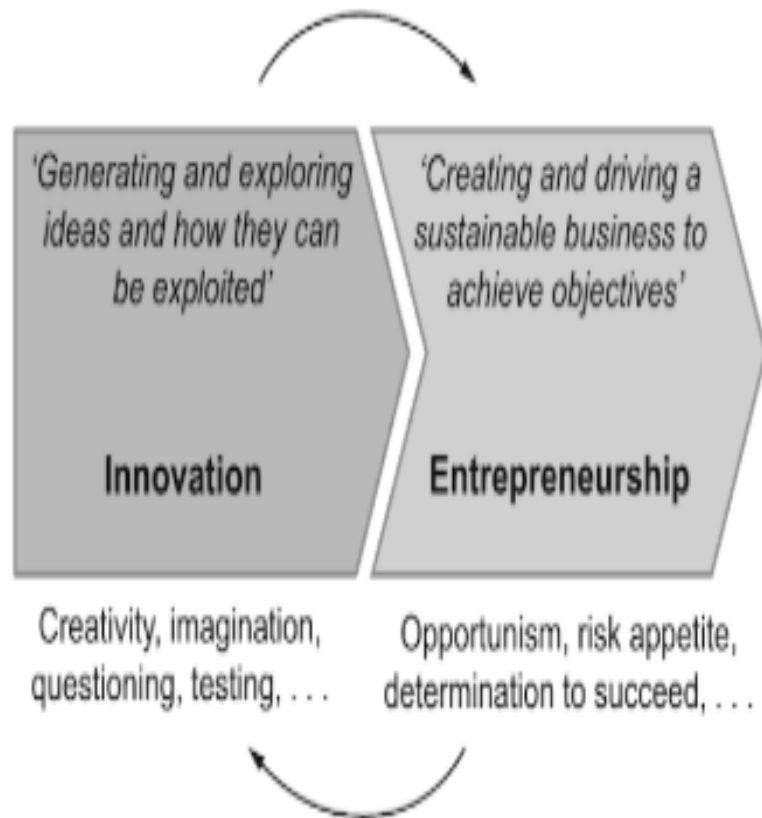
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RQ1: How to increase the impact of employee-driven digital innovation in organizations?

RQ1.1: How can management facilitation increase the impact of employee-driven digital innovation?

RQ1.2: How can the use of digital tools be used to increase the impact of employee-driven digital innovation?

# Innovation and entrepreneurship



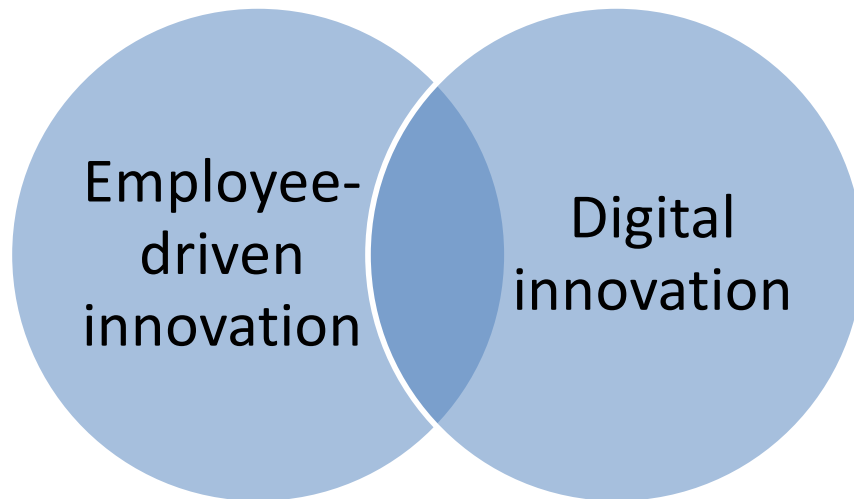
Two terms used interchangeably, but does not necessarily have the same meaning.

Whittington (2018) – Digital innovation and entrepreneurship

# Why is research on innovation still needed?

- A lot of research on innovation since Joseph Schumpeter introduced his notion “*creative destruction*” over 70 years ago – so why keep researching?
  - Despite the emerging interest in digital innovation both in the academic environment and in the public debate, digital innovation emerges as a research area to the extent that it is **not fully developed (Holmstrøm, 2018)**.
  - The emergence of digital solutions has led to an increasing number of people **questioning the explanatory power and utility of existing innovation theory**, and related organizational and management theory (Yoo, 2012).

# What is employee-driven digital innovation?



Common way to organize innovation is through research and development units.

- Top-down approach to innovation.

Employee-driven innovation focuses on the **innovative potential** that the common employee implicitly possesses.

- Bottom-up approach to innovation.

# 5 months into the PhD

- Five months on:
  - Preliminary findings in regard to earlier research:
    - Emergent field since 2010 - employee-driven innovation.
    - Not much research done within employee-driven **digital** innovation.
  - Started on the literature review.
    - Preliminary results based on analysis:
      - Most research done towards private organizations.
      - Most research done through the use of qualitative research methods.
      - Most research done by European researchers on European organizations.
  - Next phase:
    - Finish the literature review, AND:
    - Find one or two interesting cases – hopefully one within a private organization and one within a public organization.
    - Collaboration with other researchers.

