

Determinants for Open Innovation and Innovation Performance toward Value Creation and Organization Performance for Bureaucratic Personnel Development

Isaree Suwannasri ¹, Chompu Nuangjamnong ²

¹Candidate Ph.D. Technology, Education and Management, Graduate school of Business and Advanced Technology Management, Assumption University, Thailand

Email : patnara@hotmail.com

²Lecturer, Technology, Education and Management Department, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand

Email : chompung@au.edu

Received: 24 February 2022

Revised: 31 March 2022

Accepted: 21 April 2022

Abstract

The purpose of this study is to investigate the determinants of open innovation and innovation performance toward value creation, and organizational performance for bureaucratic personnel development in Chiang Mai, Thailand. The conceptual framework of this study is adapted from the theoretical study of open innovation, and previous studies open innovation, innovation performance, value creation, and organizational performance. The samples (n = 179) were collected using the stratified and cluster sampling methods via offline and online questionnaires. Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were used to confirm the goodness of fit model and test the hypotheses. According to the research results, the determinants for open innovation and innovation performance have a significant impact on value creation and organizational performance. As a result, there are no significant differences in the regression paths of each factor, and open innovation is clearly the most powerful predictor of organizational performance. In conclusion, the study suggests that open innovation determinants such as technological advances or IT through value creation, including innovation performance, can support organizational performance.

Keywords: open innovation, technology exploitation, organization performance, organization performance, bureaucratic organization.

Introduction

Globalization and technology have grown dramatically in this era, affecting a wide range of organizations. Many organizations have been concerned and taken advanced technology to support workplaces, as well as to raise capacity and competitiveness in all economic sectors with technologies in today's society. Technology is being used to drive a technological revolution in order to gain a competitive advantage in different sectors. The technological revolution is characterized by disruptive change, such as telecommunications