

## Mengapa organisasi mengadopsi inovasi: sebuah telaah literatur

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### Abstrak

This paper is a literature review on innovation in an organization and discover opportunities to do further research in the subject. It starts with the question: whether an organization can adopt innovation and get as much advantage as other organization who really creates innovation does. The reason why the organization adopts and Innovates may be same that is to respond to environmental changes such as: rising consumers demand, higher intensity of competition, and technological advancement. Then the search focuses on definition of innovation to confirm about adoption of innovation. By adopting an innovation, an organization makes changes. Is any changes occurred in organization is an innovation. What are its characteristics. What are the requirements of an event to be called an innovation. Next search focusses on research orientation. From these it reveals that one of the orientation in innovation study is diffusion of innovation. After this, the search goes to answer what makes the researchers interested in studying innovation. Two example of the researchers study focus are: what factors contribute to innovation success, what factors contribute to organization innovativeness, and the role of market orientation toward Innovation. Lastly the search focuses on why an organization adopts innovation