

Culture of Innovation: A Comprehensive Literature Review Using Latent Dirichlet Association

Serena Pugliese
Bocconi University
Verdiana Giannetti
Leeds University Business School
Sourindra Banerjee

Cite as:

Pugliese Serena, Giannetti Verdiana, Banerjee Sourindra (2022), Culture of Innovation: A Comprehensive Literature Review Using Latent Dirichlet Association. *Proceedings of the European Marketing Academy*, 51st, (107986)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Culture of Innovation: A Comprehensive Literature Review Using Latent Dirichlet Association

Abstract

Past research on innovation has been organized into systematic frameworks, whereas research on culture of innovation has not received such scholarly attention and needs to be organized into such systematic frameworks. National culture is the collective programming of the mind and organizational culture is the pattern of shared values and beliefs within an organization. This article organizes research on culture of innovation into two strands: national culture and organizational culture; and guides future studies to examine the two strands in tandem. The article analyses a corpus of 380 papers by employing LDA, i.e., Latent Dirichlet Association. Preliminary findings from a pilot study, signals to three distinct topics: (a) related to national culture; (b) related to market orientation; and (c) related to voice of the customer.

Keywords: *Innovation; Culture; LDA*

Track: Innovation Management & New Product Development