Market Orientation and Corporate Responsible Innovation: Cross-cultural Empirical Study of Germany, Japan and the U.S.

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Abstract

Responsible innovation has recently expanded beyond technology and science into the business context, but empirical research on marketing remains scarce. This study developed a conceptual model of Corporate Responsible Innovation (CRI) and tested it using data collected from managers in Germany, Japan, and the United States. We found that market orientation positively affects CRI across all countries. We also found that stakeholder pressure and incentive-based policy positively affect CRI only in the U.S. In contrast, coercive policy positively impacts CRI in Germany and Japan. Third, CRI consistently contributes to the innovation performance across countries. As the concept of responsibility significantly reflects cultural norms, our study supports senior managers engaged in marketing and CRI by deepening their understanding of the causes of differential diffusion speeds across cultures.

Track: Innovation Management & New Product Development