IDENTIFYING THE ANTECEDENTS, CONSEQUENCES AND MODERATORS OF REVERSE INNOVATIONS

Suresh Malodia[a], Anand Jaiswal[b]
[a]MICA, Ahmedabad, India.
[b]IIM Ahmedabad, Ahmedabad, India.
Corresponding Email: suresh.malodia@micamail.in

Abstract

Over the last few years, the phenomenon of reverse innovation has attracted the attention of both corporates and scholars. Extant research on the same is scant and has primarily focused on the flow of innovation and described it with a market orientation approach. Systematic research to delineate the pre-conditions required to creating reverse innovations as its various organizational outcomes and moderating mechanism is lacking. In this study, we aim to bridge this gap in the literature by developing a rich conceptual framework of reverse innovation. As part of the research, we identify antecedents which can lead to clean slate innovations which in turn can become reverse innovation. The study identifies the consequences of reverse innovation in the form of its various impacts on the organization and moderating variables. The study is based on case study research with embedded units and adopts an inductive theory building approach to draw consistent patterns from the case units using replication logic. We classify the antecedents into three categories customer related factors, firm specific factors and technology related factors and develops propositions about their relationships with clean slate and reverse innovations. We discuss the four consequences of reverse innovation strategy global competitiveness, organizational performance, product development capabilities and organizational learning. We also discuss moderating factors that can transform these clean slate innovations into reverse innovations. We discuss the practical and theoretical implications of the conceptual framework proposed in the study.

*Keywords***:** Clean Slate Innovations, Emerging Markets, Innovations, Reverse Innovation.