CHAPTER 10

Ideas confine a man to certain social groups, and social groups confine a man to certain ideas. Many ideas are more easily changed by aiming at a group than by aiming at an individual.
TYPES OF INNOVATION-DECISIONS

1. Optional innovation decisions (MENG-ADOPSİ ATAU MENOLAK INOVASI YANG DITETAPKAN OLEH KEBEBASAN INDIVIDU DARI KEPUTUSAN ANGGOTA YANG LAIN DALAM SUATU SISTEM.)

2. Collective innovation-decisions. (MENG-ADOPSİ ATAU MENOLAK INOVASI YANG DITETAPKAN OLEH KONSENSUS DIANTARA PARA ANGGOTA DALAM SUATU SISTEM.)

3. Authority innovation decisions (MENG-ADOPSİ ATAU MENOLAK INOVASI YANG DITETAPKAN OLEH SEJUMLAH INDIVIDU YANG JUMLAHNYA RELATIF KECIL DALAM SUATU SISTEM.BERDASARKAN KEKUASAAN YANG DIMILIKINYA, STATUS, ATAU KEAKHLIAN TEKNIK)
ORGANIZATIONS

1. ORGANIZATION IS A STABLE SYSTEM OF INDIVIDUALS WHO WORK TOGETHER TO ACHIEVE COMMON GOALS THROUGH A HIERARCHY OF RANKS AND A DIVISION OF LABOR

2. CREATED TO HANDLE LARGE-SCALE ROUTINE TASKS THROUGH A PATTERN OF REGULARIZED HUMAN RELATIONSHIPS

3. THEIR EFFICIENCY AS A MEANS OF ORCHESTRATING HUMAN ENDEAVORS IN PART A RESULT OF THIS STABILITY, WHICH STEM S FROM THE RELATIVELY HIGH DEGREE OF STRUCTURE THAT IS IMPOSED ON COMMUNICATION PATTERNS
FAKTOR YANG BERPENGARUH TERHADAP STRUKTUR ORGANISASI

1. PREDETERMINED GOALS
2. PRESCRIBED ROLES
3. AUTHORITY STRUCTURE
4. RULES AND REGULATIONS
5. INFORMAL PATTERNS
INDEPENDENT VARIABLES RELATED TO ORGANIZATIONAL INNOVATIVENESS

INDEPENDENT VARIABLES

INDIVIDUAL (LEADER CHARACTERISTICS):
1. ATTITUDE TOWARD CHANGE (+)

INTERNAL CHARACTERISTICS OF ORGANIZATIONAL STRUCTURE
1. Centralization (-); 2. Complexity (+)
3. Formalization (-); 4. Interconnectedness (+); 5. Organizational slack (+); 6. Size (+)

External characteristics of the organization
1. SYSTEM OPENNESS (+)

ORGANIZATIONAL INNOVATIVENESS
THE INNOVATION PROCESS IN AN ORGANIZATION

I. INITIATION

AGENDA SETTING

MATCHING

GENERAL ORGANIZATIONAL PROBLEM/THAT MAY CREATE A PERCEIVED NEED FOR INNOVATION

FITTING A PROBLEM FROM THE ORGANIZATION’S AGENDA WITHIN INNOVATION

THE INNOVATION IS MODIFIED AND RE-INVENTED TO FIT THE ORGANIZATION AND ORGANIZATIONAL STRUCTURES ARE ALTERED

THE RELATIONSHIP BETWEEN THE ORGANIZATION AND THE INNOVATION IS DEFINED MORE CLEARLY

THE INNOVATION BECOMES AN ONGOING ELEMENT IN THE ORGANIZATION’S ACTIVITIES, AND LOSES ITS IDENTIFIER
INNOVATION AND UNCERTAINTY

- TECHNICAL UNCERTAINTY
- FINANCIAL UNCERTAINTY
- SOCIAL UNCERTAINTY