

Linking the Innovation Capability and Innovation Outcome: an Exploratory Investigation of the Hotel Industry

Evo Sampetua Hariandja

Department of Management, Business School

Universitas Pelita Harapan

Tangerang 15811, Indonesia

evo.hariandja@uph.edu

Abstract

This paper aims to explore the relationship between innovation process and different types of hotel innovation. Building on qualitative data through the case study from the hotel industry ranging from three to five stars. This study revealed that hotel that had relatively exist innovation capability in all three areas (creative-abrasion, agility, and resolution) seem to produce innovations that combine their existing skills with either the service or the process dimension. Correspondingly, hotels with a combination of the three capabilities in their service process seem to produce more intensive innovations requiring both new market, new services, and new technological applications. Therefore, this study provides an empirical contribution to the emerging work on dynamic capabilities through its in-depth investigation of the capacity of the seven case firms, and by mapping the patterns between the enterprise's innovation capability and outcomes.

Keywords

Hotel Industry, Indonesia, Innovation Process, Innovation Outcome

Biography

Evo Sampetua Hariandja is an Assistant Professor and faculty member in Department of Management Business School Universitas Pelita Harapan. He earned Bachelor in Industrial Engineering from Institute of Technology Bandung, Masters in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and PhD in Entrepreneurship and Technology Management from Institute of Technology Bandung. He has published journal and conference papers. Dr Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of PII, AOM, SMS and AMA.