Competitiveness, Social Networking and International Culture Variables as Predictors of Capacity for Innovation: An Empirical Test.

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EXECUTIVE SUMMARY

National culture has been shown to predict employee reaction to modern management practices. The degree of freedom allowed employees by their culture indicates a corresponding level of freedom in the workplace, entrepreneurship and capacity for innovation, especially through social networking. Management’s willingness to empower employees and extent of staff training predict capacity for innovation and entrepreneurship. Culture predicts the outcome of certain management practices, as well as entrepreneurship. Maintaining a high level of staff training in a culture of low power distance apparently maximizes social networking and the capacity for innovation.

Keywords: Culture, Empowerment, Capacity of innovation, Social networking