Toward a Learning-based View of Innovation

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EXECUTIVE SUMMARY

Organizational learning (OL) and its relationship with innovation is essential to the firm's competitive advantage. However, this relationship is less identified and rarely documented in the literature. This paper is a case study of learning-enabled innovation. It examines how four businesses develop their enterprise learning as a solution for a management crisis they face. The research methodology employs a fact-based principle that combines quantitative and qualitative methods. Data was collected and analyzed at both the corporate levels of the subject organizations. A conceptual model of learning-enabled innovation is developed based on the findings of the study.

Keywords: Organizational learning, Competitive advantage, Innovation, Performance