The Day after Adoption: Managerial Innovation Abandonment and Recycling

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Completed Research Paper

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Abstract
Managerial innovations have the peculiarity of being abandoned after adoption, a possibility that makes them interesting from a theoretical viewpoint. Traditional theories of diffusion and adoption of innovations have described these processes without considering the cycles of updates these innovations go through with relevant increments. They neglect, this way, the empirical reality that organizations abandon obsolete practices in exchange for incremental improvements on the adopted innovation. Several management practices, such as COBIT, are part of this managerial innovation set. A model was developed to understand and explain the diffusion, adoption and abandonment of managerial innovations by using an improved version of the innovation adoption curves proposed by Rogers (2003), accounting for the diffusion process phenomena here highlighted.

Keywords: Innovation Diffusion Theory, Managerial Innovation, Management Practices, Management Fashion Theory, Isomorphism.