

RELATIONSHIP BETWEEN PERSONAL VALUES AND INNOVATION IN ACADEMIC SECTOR IN IRAQ

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ABSTRACT

Innovation becomes a technique of competitive distinction and as a way to create customer value. Previous researches proved that value is essential components due to that specific values predict the general view. The current study aims to discover the impact of value preferences on the sense of innovation, across the academic staff in the universities in Iraq. It is promoting innovation. Regarding the design of methodology and approach, this paper draws on quantitative research through survey research design. Data were gathered from a simple of 112 responds from academic staff, representing 32 Iraqi universities. Findings - Results of correlation analysis helped the author to investigate ten significant factor from the personal values scale and five factors from the innovation scale. Results have shown significant positive relationship of value preference with the innovation. More specifically, conformity, tradition and security have great relationship with product and process innovation. While, benevolence and universalism has significant relationship with product and market innovation. In addition, stimulation and self-direction making a good relationship with strategic innovation. Finally hedonism, achievement and power got relation with strategic and behavioral innovation. This study has several implications, it increasing the researches on personal values and the innovation in organizations. Consequently, this research can open the door for further study by utilizing qualitative methods with new factors which contribute on enhance innovation. This paper has original value due to its important of dealing with values employees can be used to create innovation environment existing in the organization. Furthermore, firms get benefits from this knowledge to redesign workplace climate in a way that improve novelty in products and services. The study reveals the significant individual values which positively related to innovation. These are particularly important in the case of developing countries to identify which values can promote the innovation.

Keywords: Personal Values, innovation, culture, Academic, Iraq.