

## Table of Contents

### Chapter

#### 1. Introduction

Purpose and Significance of the Study.....	1
Objectives of the Study.....	3
Research Questions.....	3
Scope of the Study.....	4
Organization of the Study.....	4

#### 2. Literature Review

Organizational Culture.....	6
Defining Organizational Culture.....	7
Organizational Culture Measured.....	11
Organizational Innovation.....	13
Defining Innovation.....	13
Measurement of Innovation.....	16
Organizational Culture and Innovation.....	18
Involvement.....	20
Empowerment.....	21
Team Orientation.....	22
Capability Development.....	24
Adaptability.....	25
Creating Change.....	26
Customer Focus.....	27
Organizational Learning.....	28
Summary of Organizational Culture and Innovation.....	30

#### 3. Methodology

Introduction.....	33
Development of Hypotheses.....	33
Conceptual Framework.....	35
Research Design.....	35
Target Population.....	36
Sampling Plan.....	37
Pretest of the Instrument.....	38
Data Collection Procedures.....	38
Instrumentation.....	39
Dataset Analysis Techniques.....	40
Ethical Considerations.....	41

#### 4. Results

Socio-Demographic Characteristics.....	43
Descriptive Statistics.....	45
Exploratory Factor Analysis.....	47
Reliability Analysis.....	51
Correlation.....	52
Standard Multiple Regression.....	54
Testing of Hypotheses.....	57
Summary of Research Results.....	60

#### 5. Conclusion and Recommendation

Introduction.....	62
Discussion.....	63

Summary and Conclusions.....	68
Limitations of the Study.....	69
Suggestions for Future Research.....	69
Implications.....	70
Bibliography.....	71
Appendix 1 Questionnaire.....	88
Appendix 2 Ethical Approval Form.....	91
List of Tables	
Table	
4-1 Demographic Characteristics of Respondents .....	45
4-2 Descriptive Analysis of All Variables.....	47
4-3 KMO and Bartlett's Test.....	48
4-4 Factor Loadings for Empowerment, Team Orientation, Capability Development, Creating Change, Customer Focus and Organizational Learning.....	49
4-5 Factor Loadings for Innovation New for the Company and Innovation New for the Industry.....	50
4-6 Factor Loading for Innovation New for the Industry.....	50
4-7 Reliability Statistics.....	52
4-8 Correlations.....	53
4-9 Standard Multiple Regression.....	56
4-10 Coefficients.....	56
5-1 Summary Results of Hypotheses Testing.....	63