

The use of hierarchy analysis in the diffusion of organization innovations

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Abstract

The article describes the results of studies concerning innovation diffusion issues in organizations. The analysis showed that the main factors of innovation successful diffusion are: the corporate culture of an organization; a feedback between managers and performers; the amount of investments and the coverage of organization departments by innovations; sociocultural and institutional environment of an organization; the age and the position of the personnel involved in innovation diffusion; the individual characteristics of workers. The diffusion of innovations in an organization is provided by using three possible instruments: 1) the development of regulations, instructions, which oblige workers to participate in the implementation of innovations without the change of material and non-material motivation system; 2) the change of current material incentive system (wage organization); 3) the change of non-financial incentive system. We considered the use of the hierarchy analysis method (Saaty method) during the selection of possible innovation diffusion instruments in an organization. The most preferred tool is the use of organizational and administrative documents. The management develops regulations governing the staff conduct during the implementation of innovations. They are created for each organization department, for the categories of staff involved in the implementation of innovations. The use of hierarchy analysis method allows considering any number of criteria and indicators taken into account in the implementation of innovations in any organization.

Keywords

Hierarchy analysis method, Innovation diffusion, Innovation in an organization, Saaty method, The corporate culture of an organization, The problem of innovation diffusion