

# Séminaire de Recherche

**Richard CALVI (IREGE) et François CONSTANT (Politecnico di Milano School of Management),** Purchasing ambidexterity: how it emerges, develops and contributes to firm's innovation capabilities

**Sandra DUBOULOZ et Daniel FRANCOISE (IREGE),** Diffusion of a managerial innovation: nothing is ever played. The case of the diffusion of mindfulness in the workplace

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Salle : 103 (IAE SMB Annecy)

Inscription : <https://doodle.com/poll/m96fg88bks56mkth>

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This paper investigates the emerging concept of purchasing ambidexterity in a context of innovation sourcing. Ambidexterity refers to firms' ability to adapt and to develop in their environment, through resources exploration and exploitation activities. It has rarely been studied at the level of a function. In this article, Authors aim at understanding how purchasing managerial capabilities are developed to succeed in exploring and exploiting innovations, and how ambidexterity is achieved. To examine this topic, Authors have conducted one in-depth case study in a large industrial firm who designs, manufactures and sells technological products. They took a close look at the shape of the organization, investigated the way purchasing managers take decisions, who is involved in these decisions and how those decisions are implemented. This research supports the view that in this purchasing organization, there are 4 factors which supports purchasing innovation exploration and exploitation capabilities: (...). This study provides implications for managers and professionals intending to shape their purchasing organizations to better adjust managerial practices and capabilities related to innovation exploitation and exploration.



Forces that influence managerial innovation (MI) diffusion are still unclear. This paper aims to shed more lights on the factors and actors influencing the diffusion of an emergent MI by studying the case of mindfulness programs and techniques. The research design is based on a qualitative methodology. Two main primary sources of data were mobilized and allowed to analyze the two communication channels identified in the diffusion literature: the interpersonal network and the press media. The results show that among the attributes traditionally studied to explain the diffusion of an MI, elements regarding its origins and its capacity to be transposed and adapted should be taken into account. Furthermore, while opinion leaders are considered as key players in both the rational and "fad and fashion" perspectives of the diffusion of an innovation, our results lead us to a much more nuanced analysis.



**08/03/2018**

**Hélène PICARD (GEM),** L'entreprise libérée et

**Caroline MATTELIN-PIERRARD, Rachel BOCQUET, Sandra DUBOULOZ (IREGE),**

L'entreprise libérée : Quelles nouveautés? Une revue systématique de la littérature