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adopters who are well integrated into their social system and have the greatest potential for opinion leadership. They are respected by their peers and know how to retain the respect they must make sound innovation

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adoption decisions.

Others look to these
people for

information and
advice. 13.5% of
adopters

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should be the
investment level on
technology
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how to organize
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development and its
management etc.

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invention,
innovation). It also
describes what the
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has made the
management of it a
central part of
business activity.

Although
technological
innovation can be
accidental as well as
planned, many firms
seek to manage it in
the hopes of making
innovation more
profitable to the
firm.

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10. (1) capital
markets are

imperfect, and large
firms are better able
to obtain financing

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for R&D projects, and
(2) firms with larger
sales volume over
which to spread the
fixed costs of R&D
would experience
higher returns than
firms with lower sales
volume.

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technology in

enterprises, covering

support from the

government, creating

leadership and an

organizational

culture, and human

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development to

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