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Innovative University Culture: A Scale Development Study/ Yenilikçi Üniversite Kültürü: Bir Ölçek Geliştirme Çalışması

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ABSTRACT

Innovation activities are shaped around a country's political and cultural traditions within the confines of specific social and economic conditions. When the complexity of the phenomenon of innovation and the inconsistency of the results of research into this phenomenon are taken into consideration, it is clear that a cultural perspective could be beneficial in understanding innovation (Jaskyte, 2004). Kanter (2003) asserted that innovative organizations needed to adopt the culture of success and the culture of pride that came with it. Furthermore, Tushman and O'Really (1997) considered culture to be an important factor in the management of innovation. A more participatory style of management will be seen in those organizations that possess a supportive culture in which communication and teamwork is appropriate and where structural flexibility, empowered staff plus risk-taking and failures are tolerated. The potential for developing innovation is going to be high in those organizations with the correct mix of these factors (Ismail, 2007). Those organizations that support and encourage innovation generally focus their attention on resources, processes and the measure of success because they can be measured quantitatively and pay less importance to measuring innovative culture, climate and behavior because they are qualitative and relatively difficult to measure (Rao and Weintraub, 2013). Therefore, this study aims to develop a scale for identifying the characteristics of an innovative university using a state-owned university's associated departments. The study involves three separate staged (triangulation) in terms of data collection techniques. The first stage consists of qualitative data obtained as a result of six focus group sessions conducted by three specialists in the field and participated in by 35 academic and 10 administrative personnel working in departments at Dokuz Eylül University making a total of 45 samples. The text that was created after collating the participants' opinions was subjected to content analysis with the help of the Nvivo package program. The main themes were identified and labeled based on the item (words and sentences). The second stage consists of converting the item taken from a vast pool of item pertaining to the identified themes and converting them to a five-point negative to positive Likert scale ranging from "I strongly disagree" to "I strongly agree." The opinions of 10 experts were sought in order to test the content validity of the large quantity of item. They were asked to allocate points on a scale of 10-100 indicating to what degree which material measured innovative university culture. Each item was examined and those scoring less than 30 points were removed from the pool. In the third stage a reliability analysis test was performed in order to determine the internal consistency of the items using principle components and confirmative factor analysis on the data gathered from the academic and administrative personnel in the select departments of Dokuz Eylül University in order to determine the factorial structure of the scale the content validity of which had been obtained. The SPSS 20.0 and LISREL 8.8 statistics package programs were used in the implementation of these analyses. Thus, a new measurement instrument will

have been developed using an emic perspective different from the scales that exist in the literature measuring innovative university culture.

JEL

M14, O31, L26