Innovation has been widely regarded as a powerful tool for stimulating economic growth and changing the quality of human life. Innovation will continue to remain a key driving force for sustainability and growth in the global economic scenario. From an organizational perspective, innovation can infuse new life into mature products and services; it can also open the doors for unique products and services that delight customers. Innovation is widely recognized as a critical element that enables organizations to maintain a competitive edge through sustained superior performance. Some of the important objectives of the study were to investigate: the influence of organization culture on innovation. To identify common innovation culture characteristics of successful innovative companies and to identify the unique attributes and practices of innovative organizations.

This research investigated the role of innovation culture in bringing out innovations in India and abroad. Six parameters were identified to study the innovation culture of organizations. The six parameters were identified after extensive literature review and discussion with management experts and practicing managers. The six factors comprising innovation culture were: Organization Climate, Leadership, Core Values, Customer Focus, Creativity and Envisioning Future. Based on their innovation capabilities the companies were grouped into three categories: product, process and business model innovation organizations. Fifteen organizations were selected for the study. All the participating organizations have consistently ranked among the top 20 companies on global innovation survey studies. The study revealed common practices widely shared and practiced by these organizations, which helped them to emerge as leaders in their industries.