6.0 Limitations of the study

As mentioned earlier an exhaustive literature review was performed on a less explored area of research, and references to in-house studies that were obtained from APQC and other data sources has provided a good insight on some of the most reputed and leading organizations and identified factors that were evolved during the study, and proposed a model that can be considered as universal in nature since the organizations are also well established innovative companies and some of them are world class. Also the model was tested in the Indian IT industry, the motivation to carry out such a study was to gain insight on how the innovative and successful organizations have evolved and the researcher’s area of work throughout his career has been towards improving productivity and managing performance of the people and organizations, hence the focus of the study was to understand more from internal perspective and the associated dynamics that are prevalent in such organizations, and also to understand how it contributes to the improvement in business performance. Therefore, external factors were not included in the scope of the study.