

A Sample of Level 1 – BASIC PROOFREADING for Academic Research

In the innovation research literature various vistas exist, e.g. Schumpeter (1939), Pavitt (1984) and Tidd et al. (1977), defining innovation in means as process encompassing the development of innovations into commercial products and processes. Freeman (1974) in amplifying this body of theory postulates innovation being a process comprising of technical design, manufacturing, management, and commercialisation of new products or improved products. Rogers (1962; 1995; 2003) commences the epoch of innovation proliferation in defining diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. Utterback and Abernathy (1975) exemplify the innovation process as an S-shaped curve-pattern in which technological change is cyclical; each new S-curve induces in an initial period of turbulence, followed by rapid improvement, then diminishing returns, and ultimately is displaced by a new technological discontinuity (Anderson and Tushman, 1990; Utterback and Abernathy, 1975). Vernon's (1966) explicates in a model *product life cycle* the development of product substitution, within the S-shaped pattern. I.e. depicting innovation diffusion as , the process of product/process innovations along stages of introduction, growth, maturity, and decline. Kline and Rogers (1986) *chain-link model* provides concretisation of the interactionism between technological innovations and the economy. For interpretive characteristics of the activities within the feedback loops of the *chain-link model*, the *chain-interactive innovation model for the learning economy* (Caraça, Ferreira, Mendonça, 2007) provides a virgin framework for handling the customer-innovator interaction. Nevertheless, the discussed unsupported elements in section **Error! Reference source not found.** 'Error! Reference source not found.' provide arguments and room for further research of technological innovation on the thematic of *customer-innovator interaction* as well as for the feedback loop details of the chain-link model regarding concrete *micro-level characteristics of activities*. Even though a first framework, *chain-interactive innovation model* is in place currently few data from cases do exist to confirm validity of this particular concept. Particularly, explaining the *interactive mechanism* between a customer and an innovator of *radical innovations* through the positive and negative *feedback loop* and concrete *characteristics of activities* of the *chain-link model* within and between subsystems; focusing on the *technology-push hypothesis*. Would it be helpful to show different models?