

Creation of an Innovation Culture _ An empirical study of the Textile Industry of Pakistan.

Khadija Bari*

Creating an innovation culture is not an easy task. There is no magic wand for creating innovations, or any guarantee of sustaining competitive advantage as a result. Innovation calls for the creation of innovation culture_which does not come easily. There is no clear consensus on how individual firms and regional and national governments should go about becoming more innovative _ however good management practices and organizational attributes set some of the preconditions for innovation and global competitiveness. This paper draws upon the empirical evidence collected from the textile apparel industry of Pakistan. It tries to capture the mechanisms that foster high level of productivity and innovation and lays out the implications for competitive strategy and economic policy.

It tests various hypothesis in respect to the relationships between organizational attributes and the innovative ability of the establishments in the textile industry of Pakistan. This paper hopes to make a useful contribution to the government policy makers in formulating macro policies towards prominent sectors and assisting firms as well as public institutions in making relevant investments towards the infrastructure.

Keywords: Clusters; Pakistan; competitive advantage, industrial linkages.

* Khadija Bari, Department of Economics, Institute of Business Administration, Karachi, Pakistan
khadija_bari@hotmail.com