Organizational Learning In the second of the

A Behavioral Perspective on Innovation and Change

Henrich R. Greve



Contents

	List	of	figures	<i>page</i> vii
	List	List of tables		viii
	Ack	nowledgments		ix
	_			
1	Int	roduction	1	
2	Foundations			10
	2.1	Behavioral theory of the	firm	12
	2.2	Social psychology		20
	2.3	Economics		36
3	Model			39
	3.1	How aspirations are made		40
	3.2	How aspirations affect behav		53
	3.3	Aspiration levels and adaptat		65
	3.4	How goal variables are chose	n	70
4	Applications			76
	4.1	Risk taking		77
	4.2	Research and development e	xpenditures	87
	4.3	Product innovations		94
	4.4	Facility investment		103
		Strategic change		112
	4.6	Summary of evidence		121
5	Advanced topics			123
	5.1	Basic methods		123
	5.2	Estimation of aspiration level		126
	5.3	General concerns in study de	esign	132
	5.4	Radiobroadcasting		136
	5.5	Shipbuilding		140
6	Conclusion			147
	6.1	Practical implications		148
	6.2	Related research		165
	6.3	Future research		180
	References			187
	Index			213
	mu			215