Influential Factors Shaping Innovation Behavior among ABC Agency Personnel Chanakan Sengchuen*

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Abstract:

Innovation behavior is crucial for organizational success, especially in environments marked by rapid change and competition. This study examines the factors influencing innovation behavior among personnel within the ABC agency. Through a comprehensive analysis, this paper identifies key intrinsic and extrinsic determinants shaping innovation within the agency.

Factors such as organizational culture, leadership styles, resources availability, and individual characteristics are explored for their impact on innovation behavior. Additionally, the influence of external factors like market dynamics and regulatory frameworks is examined.

Drawing from theoretical frameworks and empirical evidence, this research offers actionable insights for policymakers, managers, and practitioners seeking to foster innovation within the ABC agency and similar contexts. By understanding these factors, stakeholders can develop targeted strategies to enhance innovation capabilities and drive organizational performance.

This study contributes to the broader understanding of innovation management by offering nuanced insights into the specific context of the ABC agency, while also advancing knowledge on the complexities of innovation behavior within organizations.

Key Words: Innovation behavior, ABC agency, organizational culture, leadership styles, resources availability, individual characteristics, external factors, market dynamics, regulatory frameworks, innovation management, organizational success.