# **A Sample of Level 2 –COPY EDITING for Academic Research**

In the innovation research literature various vistas exist (e.g., Schumpeter, 1939; Pavitt, 1984; Tidd et al., 1977), defining innovation as a process encompassing the development of innovations into commercial products and processes. Freeman (1974), in amplifying this body of theory, postulates that innovation is a process comprising technical design, manufacturing, management, and commercialisation of new or improved products. Rogers (1962, 1995, 2003) commences the epoch of innovation proliferation by 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 in which technological change is cyclical. Thus, each new S-curve induces an initial period of turbulence, followed by rapid improvement, and diminishing returns, ultimately being displaced by a new technological discontinuity (Anderson & Tushman, 1990; Utterback & Abernathy, 1975). Vernon (1966) developed a *product life cycle* model defining the process of product substitution within the S-shaped pattern, i.e. depicting innovation diffusion—the process of product/process innovation along the 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 novel 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 on technological innovation, focusing on *customer−innovator interaction* as well as the feedback loop details of the chain-link model regarding concrete *micro-level characteristics of activities*. Even though the first framework, *chain-interactive innovation* *model*, is in place currently, limited case-based data exist to confirm the validity of this concept. Particularly, there is a need for 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?