# **A Sample of Level 3 − LINE EDITING for Academic Research**

Various vistas exist in the innovation research literature (e.g., Pavitt, 1984; Schumpeter, 1939; Tidd et al., 1977), defining innovation as a process through which innovations are transformed into commercial products and processes. In amplifying this body of theory, Freeman (1974) postulated that innovation is a process comprising technical design, manufacturing, management, and commercialisation of new or improved products. Rogers (1962, 1995, 2003) commenced 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) depicted the innovation process as an S-shaped curve, indicating that technological change is cyclical, as each new S-curve induces in an initial period of turbulence, followed by rapid improvement and diminishing returns, and is ultimately displaced by a new technological discontinuity (Anderson & Tushman, 1990; Utterback & Abernathy, 1975). Vernon (1966) developed *product life cycle* model explicating the product substitution process within the aforementioned S-shaped pattern. The author depicted innovation diffusion and a product/process innovation that progresses through the stages of introduction, growth, maturity, and decline. More recently, Kline and Rogers’ (1986) *chain-link model* provided concretisation of the interactionism between technological innovations and the economy. It was augmented by Caraça, Ferreira, and Mendonça (2007) who incorporated interpretive characteristics of the activities within the feedback loops of the *chain-link model*, resulting in the *chain-interactive innovation model for the learning economy* that provides a novel framework for handling customer−innovator interactions. Nevertheless, the discussed unsupported elements in Section 2 ‘Theory of technological innovation’ provide arguments for further research of technological innovation on the topic 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 the first framework, *chain-interactive innovation* *model*, is presently in use, limited empirical data exist to confirm the validity of this concept. Particularly, it would be beneficial to explain the *interactive mechanism* between a customer and an innovator of *radical innovations* through the positive and negative *feedback loop* and elucidate concrete *characteristics of activities* of the *chain-link model* within and between subsystems*,* focusing on the *technology-push hypothesis*.