The Interplay between Organisational Structure, Culture, Government Support and the Innovativeness of Housing Developers

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ABSTRACT

This study aims to examines the direct relationship between government support, organizational structure, organizational culture and organizational innovativeness. The study also examines the mediating role of organizational structure and culture on the relationship between government support and organizational innovativeness among the Malaysian housing developers. This research used an experimental research design, quantitative research method and stratified simple random sampling to conduct a field study using questionnaire distributed to 504 public-listed housing developers in the eleven states of peninsular Malaysia. A total of 183 valid questionnaires were return, yielding 36.3 response rate. PLS-SEM Structural equation modelling Version 3 was used to test the hypothesis on the direct and mediating relationships among the variables.

Keywords: Organizational culture, Government support, organizational Structure, Innovativeness