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Undergraduate Research Program	
<b>Project Name</b>	Fake it until you make it? Understanding innovation theater in organizations: drivers, manifestations and consequences
<b>Campus &amp; Location in Mexico</b>	Santa Fe
<b>Faculty</b>	Business
<b>Research Area</b>	Entrepreneurship and Innovation
<b>Research Responsible</b>	Cristian Granados Sanchez
<b>Description of the Project</b>	Research suggests that despite increased support from the top management, organizations are not becoming more innovative as a result of their investment in innovation activities (e.g. accelerators, hackathons, intrapreneurship programs). Existing literature points out that this is caused by the fact that sometimes these efforts are only symbolic actions rather than substantial ones. This is known as “innovation theater”. Previous research has analyzed how and why organizations simulate or act symbolically; for example literature in “decoupling” or “management fashions” or “symbolic actions” or “corporate hypocrisy”. Nevertheless, the phenomenon of innovation theater has not been clearly identified or theorised in the innovation literature. To the best of our knowledge, there are no papers on this issue. The aim of this research is
<b>Training Provided</b>	Analysis of scientific articles; Test hypothesis; Writing and reading of essays / articles
<b>Modality</b>	Virtual
<b>Offered During</b>	Semester

Student	
<b>Tasks/Responsibilities</b>	Help to the leader of the research organize qualitative information, revise literature, conduct interviews with companies, etc.
<b>Required Language Proficiency</b>	Spanish (Basic); English (Advanced)

<b>Required Skills and Abilities</b>	- Writing scientific papers - Understanding qualitative (case studies) and quantitative approaches
<b>Other Documents Required to APPLY for an Internship</b>	<ol style="list-style-type: none"> <li>1) Being at least in your 2nd year of bachelor</li> <li>2) Accumulative grade point average (GPA) 2.5</li> <li>3) Official Transcript</li> <li>4) 2 letters of recommendation of faculty members</li> <li>5) Resume</li> <li>6) Letter of intention explaining the reason why you would like to participate in the research program</li> </ol>