

## Appendix. Selected IS Studies Operationalizing Corporate Innovation

<b>Authors and Year</b>	<b>Article Title</b>	<b>Operationalization of Innovation</b>
Gao and Hitt (2012)	Information technology and trademarks: Implications for product variety	Level of trademark holdings, rate of new trademark applications, survival rate of trademark applications.
Kleis, Chwelos, Ramirez, and Cockburn (2012)	Information technology and intangible output: The impact of IT investment on innovation productivity	Citation-weighted patent count
Ravichandran, Han, and Mithas (2017)	Mitigating diminishing returns to R&D: The role of information technology in innovation	Citation-weighted patent count
Saldanha, Mithas, and Krishnan (2017)	Leveraging customer involvement for fueling innovation: The role of relational and analytical information processing capabilities	Number of patents
Branstetter, Drev, and Kwon (2019)	Get with the Program: Software-Driven Innovation in Traditional Manufacturing	Number of patents, number of claims found in patent document, number of forward citations generated by patent
Wu, Lou, and Hitt (2019)	Data analytics supports decentralized innovation	Novel patent (development of new technology class); Patent that creates new combination of existing technology classes; Patent that reuse existing technology
Wu, Hitt, and Lou (2020)	Data analytics, innovation, and firm productivity.	Historical stock of total patents; knowledge diversity in patents; novelty of patents; survey data about innovation practices
This study	Complementarity between investment in information technology (IT) and IT human resources: Implications for different types of firm innovation	Number of patents; stock market value of patents, number of patents based on existing knowledge; number of patents based on new knowledge; number of IT-related patents; number of non-IT-related patents