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**INNOVATIVENESS OF PRODUCT INNOVATION TEAMS EXPLORING
THE INTERVENING EFFECTS OF KNOWLEDGE PROCESSES**

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This paper develops a conceptual model that relates product innovation team processes and product innovativeness through the intervention of knowledge processes. Several decades of research on the effect of boundary spanning behaviour of product innovation teams suggests conditions under which this behaviour improves team output. Research on the internal processes of such teams suggests certain contextual conditions that facilitate team work. We connect this research on team processes with findings from more recent studies that suggest the effect of exploring new knowledge to improve a product's modules and creating new knowledge of a product's architecture on the product's innovativeness. We suggest that boundary spanning behaviour of product innovation teams enhances their knowledge exploration activities and thereby increases the product innovativeness by changing modules in the product. However, this effect is moderated by the extent of new architectural knowledge developed through supportive intra-team behavioural processes.

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