

**INNOVATION GENERATION AND LEADERSHIP ON VALUE CREATION: THE CASE OF  
SOFTWARE DEVELOPER SECTOR IN GUADALAJARA, MÉXICO**

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[dx.doi.org/10.18374/IJSM-13-3.9](http://dx.doi.org/10.18374/IJSM-13-3.9)

**ABSTRACT**

This document is a descriptive and correlational study that aims to discover and analyze the elements that characterize the Innovation Generation (IG) and leadership (LD) on Value Creation (VC) in the organizations. The methodology is based on the application of Oslo Manual Statements (2005) and other authors around IG, and the Manual Short Multifactor Leadership Questionnaire (MLQ 5XLD) of Avolio & Bass, (2004), for discovering the predominant components about IG, and the LD type: Transformational (TRFL), Transactional (TRSL), Passive / Avoidant (PAVL) throughout the VC accomplishment. The final model, is described with 45 indicators for MLQ5xLD, 50 indicators for IG, and VC with 8 indicators, add up 103 indicators, with 36 dimensions and 9 variables. The final questionnaire was applied to 200 managers belonging to firms of the Software Developer Sector (SDS), as a study subject in Guadalajara City, Mexico (GCM). The study concluded with the discovery of TRSL (.213) as a predominant MLQ5XLD and Output Items for IG (OIIG=.135) as IG indicator, with the highest positive correlationas with VC in SDS at GCM.

Keywords: *Leadership, MLQ5X, Innovation Generation, Value Creation.*