

**AVOIDING THE NIH-SYNDROME IN RESEARCH AND DEVELOPMENT: A COGNITIVE DISSONANCE PERSPECTIVE**

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**ABSTRACT**

The Not Invented Here syndrome (NIH) refers to the rejection of external knowledge, ideas or technologies. Because a consequent rejection of external knowledge can lead to wrong choices when it comes to make-or-buy decisions, NIH is something businesses can not afford to ignore. The objective of this paper is to transfer and apply existing research and instruments from the field of internal marketing to the NIH syndrome. The basis of this carryover will be the theory of cognitive dissonance and how it might explain the occurrence of NIH syndrome. This paper concludes with a discussion of the findings and possible areas of further research.

Keywords: *Not Invented Here (NIH), Knowledge Management, Cognitive Dissonance, Internal Marketing*