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## **MANAGING DYNAMIC TENSIONS: INTEGRATING THE LEVERS OF CONTROL FRAMEWORK WITH THE STAGE-GATE PROCESS FOR INNOVATION SUCCESS**

This study presents a novel conceptual model that integrates Simons' Levers of Control (LOC) framework with the Stage-Gate model, addressing the critical need to manage dynamic tensions during the evolving phases of the New Product Development (NPD). The model offers a balanced approach to navigating the inherent challenges between creativity and control, exploration and exploitation, and flexibility and structure. While traditional frameworks often fail to reconcile these competing demands, this integrated model enhances organizations' innovative capacity by providing flexibility in the early stages of NPD and ensuring alignment with strategic goals in later stages. Despite its theoretical strengths, the model's complexity may pose implementation challenges, particularly in resource-constrained environments. The study identifies the need for future research to empirically validate the model and explore its applicability across various organizational contexts. Additionally, further examination of how organizational culture and leadership influence the model's effectiveness will be crucial for refining its practical application. Nevertheless, this conceptual model holds promise for advancing both academic theory and practical innovation management, offering a structured yet adaptable framework for organizations aiming to enhance their innovative capabilities while maintaining strategic focus.