

**DOES SUCCESSFUL INNOVATION RELY ON  
INSPIRATION OR IS IT MORE RELATED TO  
PERSPIRATION (HARD WORK) IN THE SRI LANKAN  
IT SECTOR?**

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## **Executive Summary**

The study was conducted to analyse the contribution of inspiration and perspiration on the innovation process of four technology firms in the Sri Lankan IT sector. The study is based on exclusively gathered qualitative information obtained through semi-structured interviews from the managerial and operational level employees of the selected firms. The study is strengthened through the use of secondary data which were obtained from academic sources, and concentrating on peer-reviewed journal articles. The study findings articulated through the objectives showed; that the technology firms believe in the equal contribution of both inspiration and perspiration. Although there are some instances in which tight deadlines, the product attributes may propel to consider either the inspiration or perspiration on a much higher scale. Although the companies do tend to appreciate the equal proportion of contribution from inspiration and perspiration – it showed that the interest or the acknowledgement for perspiration is low, compared to inspiration. Hence the main suggestion was to define a structured and detailed timeline, with specific tasks donated – when considering a new innovative product. The discipline, work ethic and the actual follow up of the tasks are more important in terms of successful – commercially viable innovation.