

**Abstract:** As innovation is inherently risky and uncertain, it is common for firms to suspend or abandon new product/service development projects that cannot achieve pre-defined objectives. Multiple cases exist where firms have attempted to resume the development of an innovative product or service after previously suspending or abandoning it prior to completion. Research on this important innovation recycling activity is surprisingly scarce, despite its critical role in mitigating risk in the context of high environmental uncertainty. We draw our inferences from Sub-Saharan Africa (SSA), where innovation resources are relatively limited and environmental uncertainty and institutional voids prevail, a context that encourages the use of innovation recycling. This study examines how innovation recycling influences a firm's innovation ability and the moderating impact of innovation sourcing modes using a knowledge-based view of the firm and arguments from transaction cost economics. We retrieved data from the World Bank Enterprise Survey and the Innovation Follow-up Survey of 1076 firms located in eight SSA countries (Ghana, Malawi, Namibia, South Sudan, Sudan, Tanzania, Uganda, and Zambia) spanning from 2011 to 2014 to test our conceptual model. Our findings show that (1) innovation recycling has a positive influence on a firm's innovation ability and (2) this relationship is moderated by different innovation sourcing modes. These findings enrich the theory and imply that firms operating in developing countries need to develop innovation recycling by focusing on sourcing knowledge within, rather than across, firm boundaries.

**Bio:** Xinming He is a full Professor of Marketing and Director of the Marketing and International Business (MIB) Research Centre at Durham University, the UK. His current research aims to examine how organizations develop international strategies such as international market selection, export channel selection, pricing, innovation, and overseas acquisition to achieve superior performance. He has published widely in leading international scholarly journals, e.g. *Journal of Management*, *Journal of World Business*, *Journal of Product Innovation Management*, *Journal of International Marketing*, *Journal of International Management*, *Journal of Business Research*, *Management and Organization Review*, *Management International Review*, *European Journal of Marketing*, *International Marketing Review*, and *International Business Review*. He received S Tamer Cavusgil Best Paper Award at CIMaR Annual Conference in 2022, the Highly Commended Paper Awards - the 2019 Emerald Literati Awards for Excellence, the 2017 Emerald Literati Network Awards for Excellence, the European Journal of Marketing Award for Research in Marketing (2013), among others.

He is an Associate Editor for the *Journal of Business Research* (Elsevier) and the journal of *Asian Business & Management* (Palgrave) and sits on the Editorial Board of the *Asia Pacific Journal of Management* (Springer) and the *International Journal of Emerging Markets* (Emerald). He is a member of the UKRI Future Leaders Fellowships (FLF) Programme Peer Review College.

He has been invited to talk at research seminars of Loughborough University, Lancaster University, the University of York, Newcastle University, Brunel University, Birkbeck College, University of London, Xiamen University, to name a few. He is an external examiner of programmes of Cambridge University, St. Andrews University, Brunel University, and has examined PhD students at Warwick University, University of London (Birkbeck, SOAS), Brunel University, Durham University, Northumbria University and Indian Institute of Technology, Kharagpur.