

Manuscript ID	Manuscript Title	Abstract	Author Names
ANZAM-2017-385.R1	Disruptive innovation through the lens of financial management: a conceptual assessment	This article conceptualizes disruptive innovations from the financial management perspective, contrary to the well-adopted strategic management perspective. Adapting financial management concepts and considering evolution of some organizations, it is argued that creative innovation as a process constitutes 3 steps – pitching a financially feasible and disruptive business concept, finding financial support for the innovation while also considering the financiers' priorities, and strategic actions towards managing the innovation. The conceptualization further suggests that disruptions to the incumbents' business models may not be possible by a single entity. Thus, the disruptors need to acknowledge the influence of rivals during planning and strategic actions for effective disruptions. The conceptualization through this different perspective may aid further understanding of disruptive innovation as a phenomenon.	Imam, Tasadduq