



SIG 06 - INNO - Innovation

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

T06_12 - Frugal Innovation : Contextual shift and global applicability

Proponents:

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Short description:

This track invites contributions that examines the evolution of the concept of frugal innovation in light of today's digitalized and more resource-cautious world and investigates the specific features that need to be broadened and re-investigated. Track questions if frugal innovation is gradually becoming a globally applicable concept? Does it require a broader perspective rather than just being a low-cost alternative to being more resourceful and sustainable, offering higher value propositions? What are the implications of this shift on the industry? What is necessary for the industry to succeed and how do they need to adapt their strategies, business models and value chain?

Long description:

Over the past decade, frugal innovations have garnered the attention of management scholars due to their high economic potential and rapidly growing adoption in businesses (Winterhalter et al. 2017, George et al. 2012; Nakata & Weidner 2012, Agarwal & Brem 2012). The concept of Frugal Innovation has its roots in emerging economies, where resource-constraints led to ground-breaking innovations (Tiwari & Herstatt 2012). However, currently this particular type of innovation is receiving increased attention and adoption in advanced markets as well. It has come a long way from focusing on subsistence marketplaces to being applied to address environmental and resource challenges, which are universal and not based on any kind of segmentation whether geographical or based on economic status (European Commission 2014). Global changes in terms of environmental challenges, growing cross-border migrations, and digitalization are changing customer attitude towards minimalistic consumption throughout all classes of society. We argue that this subsequent shift of the context requires a change of how frugal innovation is defined and perceived in the market.



In this track we would like to discuss how frugal innovation as a concept has evolved over the past years and what are the specific features of frugal innovation that need to be broadened and re-investigated considering the current developments. In contrast to money which was the primary resource-constraint of subsistence marketplaces, how other constraints like environmental and social challenges are motivating frugal innovations. Is frugal innovation becoming a globally applicable concept? The track aims to bring forward new applications of frugal innovation in light of today's digitalized and more resource-cautious world. The definition and mindset towards frugal innovation is questioned, if it needs a more broader perspective rather than just being 'a low-cost alternative to being more 'resourceful' in terms of minimal use of resources offering higher value propositions and are sustainable. Further, we would like to discuss the implications of the concept of frugal innovation on the industry. What is necessary for them to succeed and how do they need to adapt their strategies, business models and value chain in order to succeed in reaching customers with frugal innovations globally?

Keywords:

Frugal Innovation
Resourceful
Bottom of the pyramid
Sustainable

Publication Outlet:

International Journal of Innovation and Technology Management
Creativity and Innovation Management
TIM Review

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2019/author-s-guidelines.html>