



Market Innovation

Associate Professor **Suvi Nenonen**
Professor **Kaj Storbacka**



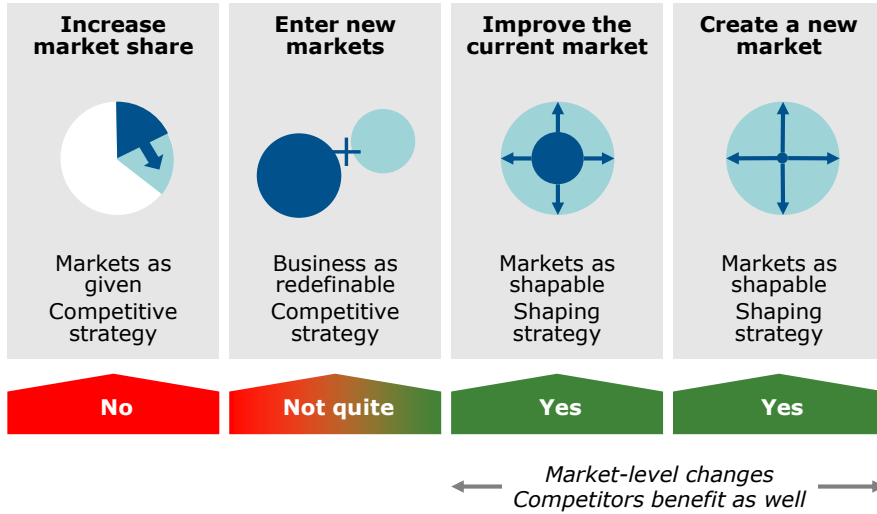
Markets are ...

... (also) socially constructed

... complex adaptive systems

→ markets are malleable

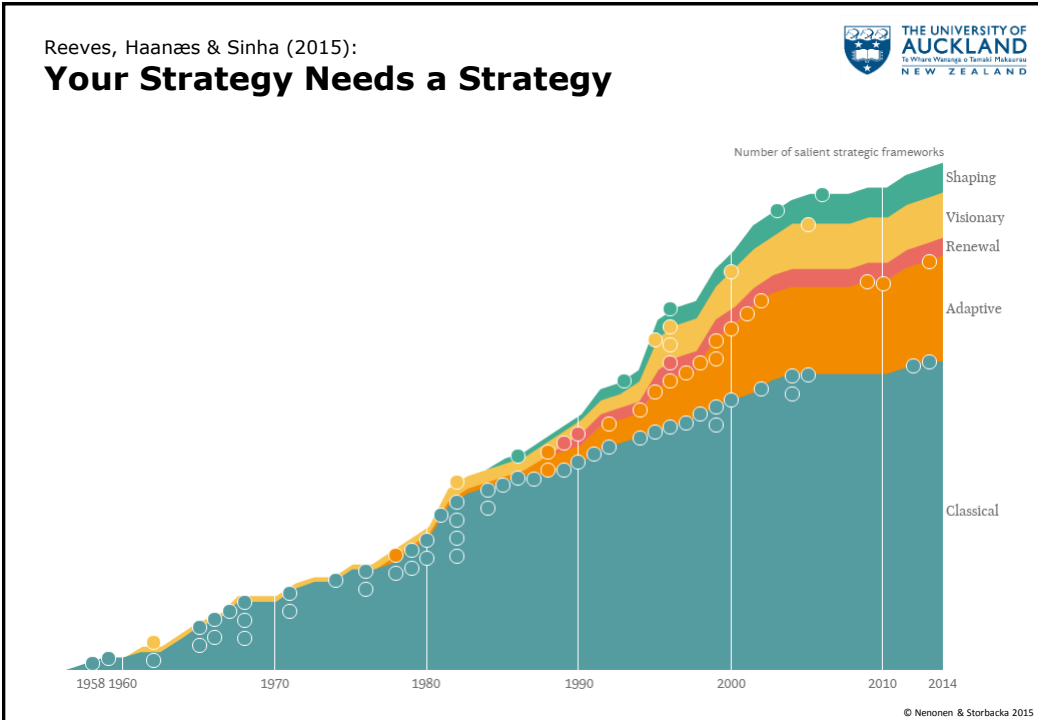
What is market innovation?



WHAT can you shape?

HOW do you do it?





the ROYAL SOCIETY of NEW ZEALAND
TE APĀRANGI

MARSDEN FUND
TE PŪTEA RANGAHAU A MARSDEN

Is New Zealand betting on the wrong horse in the international innovation race?
The importance of market innovations for small open economies

Suvi Nenonen & Kaj Storbacka
s.nenonen@auckland.ac.nz • k.storbacka@auckland.ac.nz