
Editorial

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Innovation has always been a central tenet of the technology-based business. Years ago, innovation used to be under the control of R&D organisations only, and the innovation strategy was based more on scientific discoveries or technological insights than on market needs. But in the recent years, notably with the commodisation of the internet and the rise of the open innovation trend, marketing departments and organisations have been increasingly associated in the design and the setting of innovation strategies.

The papers in this issue reflect this movement and examine its implications from both a theoretical and a practical angle.

The first paper is titled 'Consumer behaviour-based innovation diffusion modelling using stochastic differential equation incorporating change in adoption rate'. It offers to revisit the usual theoretical model, the Bass innovation and diffusion model, that has been applied in marketing research for depicting and predicting adoption curve for new products. The model and its subsequent variations have always assumed that the adoption process is a discrete counting process and that an adopter buys the product only once in his lifetime.

However, there are many cases where a consumer may buy the product more than once (repeat purchasing), or alternatively where the consumer decides not to buy the product (balking). The paper offers a new innovation diffusion model based on type of stochastic differential equation with repeat purchasing and balking. It also incorporates the change-point concept which considers the effect of some marketing variable – such as a shift in marketing/promotional strategy, entry/exit of some of the competitors in the market – on the rate of product adoption. Interestingly, the paper shows that this stochastic differential equation based model with change point performs comparatively better than Bass innovation and diffusion model.

The second article, named 'Using mature concepts to generate new ideas: technology acceptance revisited', provides a fresh perspective on another frequently used model the technology acceptance model (TAM). Most specifically, it examines the importance of the consumer perceived value on the perceived enjoyment, perceived ease of use and

perceived usefulness of a new technology. The article builds on a research about the introduction of the 3G mobile technology in Indonesia. It provides very interesting and useful information on this specific market. Moreover, it offers interesting facts and conclusions about the drivers of consumer intentions which do contribute to the enrichment of the TAM model.

The third paper is entitled 'Consumer response to technology product ads containing irrelevant cues: the role of consumer characteristics'. Its main interest lies in the fact that it is focusing on product cues, or indications, that are advertised for a given technology brand but that are NOT important for the customers.

Indeed, several studies have documented that the presentation of product cues – such as product quality, product value, consumer satisfaction, or brand loyalty – influence consumer perceptions and have an effect on the long-term profitability of a technology oriented firms. Consequently, communications related to product cues is often playing a crucial role in marketing success.

However, as technology product features become more similar in many categories like telecommunication, IT hardware or software, the marketplace is filled with brands differentiating themselves based on irrelevant cues, while consumers are often unable to differentiate between technology brands.

Thus this research to explore the characteristic differences in consumers (i.e., gender or the level of product involvement), which might influence their responses to irrelevant cues. The findings are extremely exciting as they show for example that female participants exposed to technology product ads containing irrelevant cues had a better positive emotional response to the ads than did men. This research also finds that consumers who have higher involvement with a specific product category have a more positive attitude toward the advertising in the ads containing only relevant cues, whereas irrelevant cues mitigate the effect of product involvement.

The fourth article move us from the analysis external communication to the study of the role and importance of internal learning in order to achieve higher sales, and innovation development in the case of alliances. The paper is entitled 'Learning in alliances: the role of promoting innovation and building relationships'. It examines and extends the existing theory about the learning process within alliances, using the champions approach and the promoter model. The article considers also the different skills for building relationship in an alliance, with a specific angle about their role in the development of an effective innovation and marketing strategy. The theoretical and managerial implications are far reaching and open new avenues when considering alliances.

This issue concludes with a paper about open innovation, a concept which has quietly revolutionised all the technology-based industries and companies in the recent years. Titled 'Multi-market contacts as a challenge to open innovation theory', this fifth paper comes with a quite important and fascinating integration of different conceptual viewpoints from the multi-market contact paradigm into the open innovation model. More precisely, it ponders about the implications that competition and contacts on behalf of firms in multiple markets have upon assumptions underlying the principles of open innovation. The hypotheses are tested with the analysis of patents stock and R&D agreements among competing firms. One of the significant conclusions, both from a theoretical and a practical perspective, is about the importance of market structure implications on the effectiveness and efficiency of innovation strategy. In high-tech industries OI emerges as a powerful mechanism which allows firms to achieve relevant

technology which cannot be produced internally. The research shows that a moderate level of collusive agreements with competitors in different markets can be positive in OI. But an intensive MMC strategy has harmful effects on R&D contractual agreements. This means that high-tech companies must balance their market structure strategy with their external technology requirement.

Enjoy your reading and do not hesitate to send us your thought about those papers as well as your own research paper in the exciting field of technology and innovation marketing. As you may read in this edition, we encourage authors to submit more interdisciplinary work which always offers a fresh perspective on assumed well-known issues.

We look forward to reading from you soon.