

Elaboration of an Idea towards New Product Success in User Innovation

Suyun Mah
Singapore Management University

Cite as:

Mah Suyun (2022), Elaboration of an Idea towards New Product Success in User Innovation. *Proceedings of the European Marketing Academy*, 51st, (106956)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Elaboration of an Idea towards New Product Success in User Innovation

Abstract

User innovation has become a significant economic and social phenomenon where the numbers of users and projects are rapidly growing, and no cost is involved in manufacturing ideas. Considering the freedom of participation in user innovation, this research investigates how collective expertise and variance in users' attributes are related with commercial success and technical success. My findings show that collective expertise is positively related with commercial success and technical success. Additionally, variance in users' expertise in developing a project strengthens the relationship between collective expertise and commercial success, while it weakens the relationship between collective expertise and technical success. Overall, this research suggests managers to attract more users to engage in user innovation platforms to enhance collective expertise in the projects and to value the range of users' attributes differently based on the objectives of user innovation projects.

Keywords: *User innovation; Open-source software; Collective expertise*

Track: Innovation Management & New Product Development