Harvesting Innovation: Leveraging Digital Data for Innovating Agri-Food Product

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Abstract

This article explores how agri-food firms utilize external and internal digital data sources for various types of product innovation. Through an exploratory multiple-case study, data from eight companies were collected. The findings reveal six distinct digital data utilization behaviors (the supervisor, the passive supervisor, the developer, the passive developer, the pathfinder, and the conjunction), influenced by internal and external data sources. These behaviors, ranging from passive to proactive, shape innovation outcomes such as incremental, architectural, and radical changes. By emphasizing the interplay between different data sources, this study offers a nuanced understanding of product innovation dynamics within the agri-food sector.

Subject Areas: *Diffusion of Innovations;New Product Development and Launch*