

TABLE OF CONTENTS

LIST OF FIGURES AND TABLES.....	XV
LIST OF ABBREVIATIONS	XXI
1 Introduction	1
1.1 Research questions and contributions of the study	5
1.1 Outline of the study	12
2 Insights from theory.....	15
2.1 Underlying concepts of open innovation and consumer integration.....	16
2.1.1 State of the art in open innovation and consumer integration.....	16
2.1.2 Relevance of concepts for low-income markets.....	33
2.1.3 Intermediate conclusion and research gaps	49
2.2 Consumers as a source of innovation.....	51
2.2.1 Characteristics of lead users	51
2.2.2 Relevance of lead-user identification for low-income markets.....	61
2.2.3 Intermediate conclusion and research gaps	62
2.3 Idea competitions as a method to integrate consumers into innovation.....	65
2.3.1 Design and implementation of idea competitions	66
2.3.2 Idea competitions to generate creative ideas with consumers.....	72
2.3.3 Idea competitions to identify lead users and creative consumers	74
2.3.4 Idea competitions to tap innovation-relevant knowledge.....	77
2.3.5 Relevance of idea competitions for low-income markets	85
2.3.6 Intermediate conclusion and research gaps	89
3 Research design	91
3.1 Research paradigm and strategy.....	92
3.1.1 Theory building in BoP contexts.....	92
3.1.2 Research paradigm	94
3.1.3 Embedded research design	95
3.1.4 Case studies as a research strategy	97
3.2 Research methods.....	103
3.2.1 Design and implementation of idea competitions	103
3.2.2 Ideas: Creativity analysis.....	112
3.2.3 Participants: Characteristics of lead users and creative participants.....	120
3.2.4 Process: Identification and transfer of innovation-relevant knowledge. 128	

4	Insights from the field: Case studies	133
4.1	Case Study I: Project “Eco-Agregado”	133
4.1.1	Setting: Topic, target community, and partners	133
4.1.2	Ideas: Creativity of ideas	136
4.1.3	Participants: Analysis of characteristics.....	138
4.1.4	Process: Identification and transfer of innovation-relevant knowledge.	149
4.2	Case Study II: Project “Amana”	158
4.2.1	Setting: Topic, target community, and partners	158
4.2.2	Ideas: Creativity of ideas	160
4.2.3	Participants: Analysis of characteristics.....	163
4.2.4	Process: Identification and transfer of innovation-relevant knowledge.	177
4.3	Case Study III: Project “LED”	188
4.3.1	Setting: Topic, target community, and partners	188
4.3.2	Ideas: Creativity of ideas	190
4.3.3	Participants: Analysis of characteristics.....	193
4.3.4	Process: Identification and transfer of innovation-relevant knowledge.	206
5	Cross-case analysis and discussion	213
5.1	Generation of creative ideas.....	215
5.1.1	Cross-case analysis: Creativity of ideas	215
5.1.2	Discussion: Idea competitions as a technique to generate creative ideas	219
5.2	Identification of lead users and creative participants	222
5.2.1	Cross-case analysis: Lead-user characteristics of participants.....	224
5.2.2	Discussion: Identifying BoP lead users.....	238
5.2.3	Cross-case analysis: Characteristics of creative participants	245
5.2.4	Discussion: Identifying creative consumers.....	253
5.2.5	Discussion: Identifying and distinguishing lead users and creative consumers	262
5.3	Identification and transfer of innovation-relevant knowledge	271
5.3.1	Cross-case analysis: Types and usefulness of information and knowledge.....	272
5.3.2	Cross-case analysis: Enabling factors of knowledge transfer	278
5.3.3	Discussion: Idea competitions as a tool for identifying and transferring innovation-relevant knowledge.....	284

6	Summary and outlook	299
6.1	Contributions to theory, limitations, and further research	300
6.2	Contributions to practice	310
7	APPENDIX ILLUSTRATIONS	313
8	REFERENCES	339