

Science News

[Share](#)
[Blog](#)
[Cite](#)

[Print](#)
[Email](#)
[Bookmark](#)

World's Most Innovative Nations: Where New Technologies And Products Take Off

ScienceDaily (Nov. 5, 2008) — A new study reveals the world's most innovative countries, with Japan and the Nordic countries earning top spots and the United States finishing in sixth.

See also:

Matter & Energy

- Technology
- Electronics
- Energy Policy

Science & Society

- Consumerism
- Educational Policy
- Privacy Issues

Reference

- Road-traffic safety
- Macroeconomics
- Economics
- Patent

The study, which evaluates 31 countries based on the time it takes for new products to take off, is among the most comprehensive research of its kind. Wherever applicable, researchers analyzed 16 different product categories over a time span of 50 years.

The report was co-authored by Deepa Chandrasekaran, assistant professor of marketing at Lehigh University, and Gerard J. Tellis, director of the Center for Global Innovation and professor of marketing at the University of Southern California's Marshall School of Business.

"The changing dynamics of the global marketplace are redefining the concept of innovativeness," says Chandrasekaran. "More products are being introduced at a quick rate, and the ability of a nation to embrace those changes is a true indicator of how innovative it has become."

New products take off faster in Japan (5.4 years) than any other nation, closely followed by Norway and its north European neighbors of Sweden, Netherlands and Denmark. The United States (6.2 years), Switzerland and Austria ranked high, as well.

The results also revealed that newly developed or developing countries, like South Korea and Venezuela, saw faster product take off times than more established Mediterranean nations with longer histories of industrialization.

The authors find that take off is driven by culture and wealth, in addition to product class, product vintage and prior take offs. More importantly, "time-to-take off" is shortening over time and converging across developed countries.

"What we're learning is that culture plays a significant role in influencing how quickly a country is willing to embrace new products and technology, but it's not an exclusive indicator," says Tellis. "Differences in wealth are also contributing factors. Taken together, we can get a pretty clear snapshot of a nation's innovativeness and its ability to adapt to the changing environment."

Chandrasekaran and Tellis examined products split between two categories: those that were fun, used for information or entertainment, and those that were used only for work. Fun products included such technologies as cell phones, MP3 players, digital cameras, broadband and internet use. Work products—essentially household appliances—were microwave ovens, dishwashers, freezers, tumble dryers and washing machines.

The study indicated that take off was significantly shorter for fun products (seven years) than work products (12 years) across-the-board—a discrepancy that merits different product launch strategies, according to the co-authors. They argue that fun products like gadgets could be introduced simultaneously across nations (a "sprinkler" strategy), while the introduction of appliances and other work-related technologies should be staggered ("waterfall") for maximum impact.

Journal reference:

- Chandrasekaran et al. **Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?** *Marketing Science*, 2008; 27 (5): 844 DOI: [10.1287/mksc.1070.0329](https://doi.org/10.1287/mksc.1070.0329)

Adapted from materials provided by [Lehigh University](#), via [EurekaAlert!](#), a service of AAAS.

Email or share this story: [BOOKMARK](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

Need to cite this story in your essay, paper, or report? Use one of the following formats:

- APA Lehigh University (2008, November 5). World's Most Innovative Nations: Where New Technologies And Products Take Off. *ScienceDaily*. Retrieved November 29, 2008, from <http://www.sciencedaily.com/releases/2008/10/081031141524.htm>
- MLA Lehigh University (2008, November 5). World's Most Innovative Nations: Where New Technologies And Products Take Off. *ScienceDaily*. Retrieved November 29, 2008, from <http://www.sciencedaily.com/releases/2008/10/081031141524.htm>

Search ScienceDaily

Number of stories in archives: 44,032

Find with keyword(s):

Enter a keyword or phrase to search ScienceDaily's archives for related news topics, the latest news stories, reference articles, science videos, images, and books.

Ads by Google

Advertise here

Cell Imaging Instruments

Imaging & Analysis Equipment From BD. Browse Online Today! www.BDBiosciences.com/Bioimaging

Science Stories - Time

Get the Latest Science Headlines Stories Blogs & More - Time News. www.TIME.com

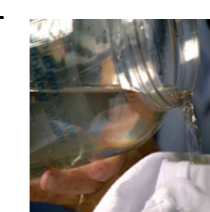
Intel® vPro™ Technology

BMW selects Intel® vPro™ technology to boost IT efficiency. Learn more! www.Intel.com

Just In:

Fastest Mandible Strike In The World

Science Video News



Safer Water Worldwide

Industrial toxicologists at a non-profit venture founded by Procter & Gamble developed PUR, a water purifier that combines a flocculant -- which. ... > [full story](#)

▶ [Human-Factors Engineers Focus on User-Friendliness](#)

▶ [Electrical Engineer's Efforts Crucial To Speedier Computers](#)

▶ [Physical Chemists Develop New High-Capacity Storage Technology](#)

▶ [more science videos](#)

[DETAILS](#)

AT&T U-verse™ TV

DVR included on select plans.

UNDER \$45⁰⁰ /mo

[LEARN MORE](#)

REPLAY ▶

Breaking News

... from [NewsDaily.com](#)

▶ [Shuttle crew prepares for Sunday homecoming](#)

▶ [Searchers find remains of fireball meteor](#)

▶ [Research on mice links fast food to Alzheimer's](#)

▶ [Scientists find 4 genes that drive metabolism](#)

▶ [Shuttle astronaut invents zero-gravity cup](#)

▶ [more science news](#)

In Other News ...

▶ [Holiday sales get off to slow start](#)

▶ [Asian economies stumble](#)

▶ [India, Pakistan simmer over Mumbai attacks](#)

▶ [Grenade blast wounds 46 protesters in Bangkok](#)

▶ [Gunmen kill eight at restaurant in northern Mexico](#)

▶ [Castro attends Cuba's first Catholic beatification](#)

▶ [Mecca pilgrims blocked from leaving Gaza](#)

▶ [OPEC defers new oil supply cut as divisions emerge](#)

▶ [more top news](#)



EVERY \$1 YOU GIVE PROVIDES 16 MEALS.



Copyright Reuters 2008. See [Restrictions](#).

Free Subscriptions

... from [ScienceDaily](#)

Get the latest science news with our free email newsletters, updated daily and weekly. Or view hourly updated newsfeeds in your RSS reader:

- ▶ [Email Newsletters](#)
- ▶ [RSS Newsfeeds](#)

Feedback

... we want to hear from you!

Tell us what you think of the new ScienceDaily -- we welcome both positive and negative comments. Have any problems using the site? Questions?

Your Name:

Your Email:

Comments:

Click button to submit feedback: