

## ***Call for Book Chapters***

# **Frugal Innovation and its Implementation**

## *Leveraging constraints for driving innovations on a global scale*

*Prof. Dr. Alexander Brem, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany*

*Dr. Nivedita Agarwal, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany*

**Deadline: November 1<sup>st</sup>, 2019**

### Motivation

Over the past decade, Frugal Innovations have garnered the attention of management scholars and practitioners due to their high economic potential and rapidly growing adoption in business. With its roots in emerging economies, Frugal Innovation as a concept has come a long way from focusing on subsistence marketplaces to being applied to address global challenges such as changing demographics and climate change. Specifically, in light of the ongoing digital revolution and arrival of new business models such as sharing and circular economy, Frugal Innovations are being explored on a global scale from various new perspectives. The focus is drifting away from merely being 'cost' and 'BoP' driven innovations to being 'green' and 'sustainable' innovations. However, unlike this shift, a large part of current research on Frugal Innovation is still oriented towards BoP markets and low-cost strategies.

Marking the start of a new wave of Frugal Innovation research, this book comes at an appropriate time to encourage academicians to explore the concept of Frugal Innovation from new perspectives and set future research agenda. To discuss different product development strategies and tools that are being employed by organizations across the globe to implement Frugal Innovations. Furthermore, this book also aims to discuss the recent and upcoming trends and their impact on frugal innovations strategies.

Hence, the aims of this book are:

- Starting a new wave in Frugal Innovation research
- Exploring Frugal Innovation from new perspectives
- Set future research agenda

Submissions to this edited volume are by invitation only.

## Research methods

Empirical studies on frugal innovation and its implementation at firm-level are welcome. Studies that feature adoption and commercialization of frugal innovation are encouraged, as well as exploration on success factors and risks. Comparative studies that examine implementations across different sectors and countries are also welcome.

## Readership

- Students and researchers in international management, innovation & technology management;
- Academics and students seeking to understand the frugal innovation in a global context;
- Established researchers seeking consolidated framework or tools, business models and relevant literature.

Topics include but are not limited to:

- Frugal Innovation as a worldwide phenomenon
- Reverse Innovation – the global answer to frugality?
- Frugal Engineering fostering Frugal Innovation
- Digital Revolution as a driver of frugality
- Circular Economy and Sustainability
- Technological Innovation and Disruption
- Frugal Ecosystems in the age of Sharing Economy

We encourage specific papers from both a SME and MNC perspective.

Prospective authors should send their manuscripts electronically to the following email address: (Nivedita.agarwal@fau.de), with the subject title as: " Frugal Innovation and its Implementation- Book Chapter". Submitted manuscripts will be refereed by at least two independent and expert reviewers for quality, correctness, originality, and relevance. Submitted manuscripts (around 20 pages) should conform to the standard guidelines of the Springer's book chapter format.

## Timeline

Submission of manuscripts	November 1 <sup>st</sup> 2019
Review Feedback	January 15 <sup>th</sup> 2019
Revised paper submission	March 15 <sup>th</sup> 2020
Publication	Winter 2020

Submissions to this edited volume are by invitation only.