

# Users force behind business innovation

**B**usiness innovation is increasingly being driven by leading-edge users, according to a duo of experts.

In a number of sectors such as the telecommunications industry, the sports arena and in the software sector, consumers are adding to the overall adaptation of the industry, stated Eric von Hippel and Michael Schrage in the Financial Times.

Moreover, academics are increasingly starting to claim that innovations can be accessed by many and collaborations can be made over the internet, the experts claimed.

In addition, the increase in the availability of open source software, along with code-sharing, has led to online communities where ideas can be splashed around leading to innovations, they stated.

“Their success has prompted a fundamental rethink of digital business models. Proprietary software incumbents have been forced to respond and adapt,” they wrote.

Mr Schrage researches at the MIT Sloan School of Management while Mr von Hippel is T Wilson professor of management.

In related news, the new Department for Innovation, Universities and Skills is set offer financial support to the Design Council, reports design week.

