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Innovating with communities: which ones to involve and in what stage of the innovation process?  
The case of the outdoor sports industry

Literature on innovation communities in the sport industry largely focuses on user communities or tends to treat the innovation communities as a homogenous population. Considering however that a great diversity of actors (athletes, professional experts, practitioners, employees...) can be involved and that innovation is a process, this article addresses the contribution of three types of communities (epistemic communities, communities of practice and user communities) to the four phases of the innovation process. The empirical results, based on the study of three emblematic firms of the sport industry, describe the important role assumed by the three communities during each phase of the innovation process and reveal the great complementarity of those communities.

Key words: innovation communities, collaborative innovation, innovation process, sport industry, case studies

13-06-2019

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L'analyse stratégique comme clé de lecture du développement des projets de territoire