

Topic	User Innovation Across Age Groups
Overview	<p>In Germany, the demographic aged 60 and above constitutes over a quarter of the total population, a proportion projected to surpass a third by 2050. Notably, this demographic possesses substantial purchasing power, as evidenced by higher income levels among German seniors, thus underscoring the significance of addressing their needs.</p> <p>Despite the presence of innovative behavior across all age groups, research suggests that the transition from ideas to prototypes diminishes with age (Wellner & Herstatt, 2014). Consequently, understanding the developmental challenges and various influencing factors that impede the progression to the development phase for older individuals remains an area requiring further exploration.</p> <p>This work will review knowledge about the creativity and innovative behavior among younger and older user innovators.</p> <p>Exemplary research questions are:</p> <ul style="list-style-type: none"> • What are the motives driving older individuals to innovate? • What challenges do older innovators encounter during the prototyping process? • What role do personal factors play in shaping the innovation behavior of older individuals?
Language	English
Additional information	Start: As soon as possible. Type of thesis: Bachelor or master thesis Requirements: interest in the topic, motivation
Publication options	Excellent works can be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and Human Resource Management.
Literature (examples) <i>All references mentioned here can be accessed via google scholar.</i>	<p>Bae, H., Jo, S. H., & Lee, E. (2021). Why do older consumers avoid innovative products and services? <i>Journal of Services Marketing</i>, 35(1), 41-53.</p> <p>Ng, T. W., & Feldman, D. C. (2013). Age and innovation-related behavior: The joint moderating effects of supervisor undermining and proactive personality. <i>Journal of organizational behavior</i>, 34(5), 583-606.</p> <p>Volmer, J., Richter, S., & Syrek, C. J. (2019). Creative at each age: Age-related differences in drivers of workplace creativity from an experience sampling study. <i>The Journal of Creative Behavior</i>, 53(4), 531-545.</p> <p>Wellner, K., & Herstatt, C. (2014). Determinants of user innovator behaviour in the silver market. <i>International Journal of Innovation Management</i>, 18(06), 1440014.</p>
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