

1. Record Nr.	UNINA9910699675703321
Titolo	Growing America Through Entrepreneurship [[electronic resource] ] : final evaluation of Project GATE // Jacob Benus ... [and others]
Pubbl/distr/stampa	[Washington, D.C.] : , : [U.S. Dept. of Labor, Employment and Training Administration] [Columbia, MD] : , : IMPAQ International, , [2009]
Descrizione fisica	1 online resource (x, 222 pages) : illustrations
Collana	[ETA occasional paper ; ; 2010-08]
Altri autori (Persone)	BenusJacob M
Soggetti	New business enterprises - United States Entrepreneurship - United States Small business - United States - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from PDF title screen (ETA, viewed August 26, 2010). "Submitted to: U.S. Department of Labor, Employment and Training Administration." "Submitted by: IMPAQ International, LLC." "December 2009." Includes bibliographical references (p. 157-164). Includes three states - Minnesota, Pennsylvania, and Maine.

2. Record Nr.	UNINA9910595095903321
Autore	Ebbing Tobias
Titolo	Pricing of Consumer Innovations / Tobias Ebbing
Pubbl/distr/stampa	Logos Verlag Berlin, 2022 [s.l.] : , : Logos Verlag Berlin, , 2022
Descrizione fisica	1 electronic resource (213 p.)
Soggetti	American English Behavioural economics Economics E-commerce: business aspects Business innovation Entrepreneurship Sales & marketing management Sales & marketing Inventions & inventors
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Consumers are an important source of innovation. They primarily innovate out of non-monetary motivations, such as use interest, learning and social rewards. Nonetheless, increasing numbers of such consumer and user innovators recently began diffusing their creations on online marketplaces, where they price and commercialize them. This empirical work reveals that, compared to firms, consumers' different motivations to innovate affect their pricing decisions systematically in terms of cost, customer quality and competition considerations. Furthermore, it shows that customers' price evaluations differ consistently when a product is marketed as created by consumers. Two empirical, sequential mixed methods studies were conducted for testing a series of hypotheses derived from fusing pricing research with consumer and user innovation theory. The empirical work was executed</p>

in the field of indie video games. Its core quantitative analyses were carried out with data scraped from the Steam computer game marketplace. Interviews and experiments with commercializing consumer innovators and their customers scaffold the findings from the market data analyses. The generated knowledge helps (a) consumer and user innovators to shape and validate their marketing strategies, (b) business administrators to respond to an influx of consumer innovators as competitors, and (c) economists in understanding the market impacts of commercial consumer innovation diffusion.

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