

# SPRU Wednesday Seminar

**Date** 26 March 2014

**Speaker** Antonio Messeni Petruzzelli (Politecnico di Bari, Italy)

**Title** Reinterpreting tradition to innovate: from old components to new products

## **Abstract**

The present research investigates the development of new products resulting from the recombination of old components. Specifically, we analyze the contribution provided by old components, in terms of symbolic value, as well as how these may be innovatively recombined in the attempt to develop new products with modern functionalities, thus fitting market's current needs and expectations. Accordingly, we conducted an inductive qualitative research, based on five case studies represented by Italian restaurants awarded with three Michelin stars. Findings reveal that to successfully reinterpret tradition to innovate, firms need to create novel products, where the old components mainly characterize their temporal and geographical identity, and are recombined by introducing new elements, sourced from fields distant from the old elements' specific industry, reestablishing unusual links with other components, which are instead largely adopted within the specific industry.

## **Bio**

Antonio Messeni Petruzzelli is Lecturer in Innovation Management at Politecnico di Bari, and co-founder of the Innovation Management Group. Visiting scholar at IESE Business School, he holds a Ph.D. in Management from the Politecnico di Bari. His research interests mainly concern the area of innovation management, including themes such as knowledge creation and transfer, inter-organizational relationships, and system dynamics modelling. In these topics he has published several articles on international journals and presented paper at international conferences.