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INNOVATION

NOT ALWAYS DISRUPT,
IT COULD GREATLY SUPPORT.



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Nowadays, "Innovation" is usually linked to "Disruption".

Actually, disruption is considered as a situation where an innovation creates a new market and business model that causes established players to fall. Yes, that's true at one end. Nonetheless, innovation could greatly contribute to marvelous business growth and high values for societies, where new markets, new jobs, and new models cause low or no social harm. Such an idea is what we call

“Nondisruptive creation”.





The example of nondisruptive creation's advantages could be micro as enjoyment creation in the family. The case here is **Nintendo's Wii**. It re-defines pain points in video console industry from how to have the fastest, highest-resolution graphic video console to how to deliver an easy-to-use console



combining physical sports movement with family-friendly games everyone could play together at home. Then, Nintendo Wii's family-friendly games have been launched and it could attract every age groups, from young to senior, in the family playing and enjoying its easy-to-understand and motion-led (instead of button pushing) video games together. This could expand the scope of video game industry.

"This could expand the scope of video game industry."



Then, the benefits of nondisruptive creation could also be a very big one like making dreams of people in societies come true.



KICKSTARTER



Kickstarter's online crowdfunding platform to support artists to realize their dreams is a great example here. Since most artists lack of capital to realize their dreams and work with aiming first and foremost to realize a vision, not to generate ROI, Kickstarter's funding didn't harm any existing finance industry or displace even a tiny share of existing equity investors. Also, Kickstarter's supporters receive no monetary incentives (They receive only cool merchandise or other recognition instead), a new set of investors emerged. People who care about creative work and want to help others realize their dreams.

In its first decade, Kickstarter raised a staggering \$4.3 billion for projects supported on its platform, funding more than 160,000 ideas that might have gone unrealized otherwise. No one lost a job because of Kickstarter, and no company went out of business because of it. It helped the artistic community flourish without unleashing hurt or painful adjustment costs. That was pretty much a win all around.

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