

## **RNI Track «Marketing of Innovations for Wellbeing»**

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The idea of health is progressively evolving into the broader concept of wellbeing where people are not only interested in products that are useful to treat diseases but also in products that can preserve health or even improve the overall psychophysical pleasantness of daily life (Gisco & Ancarani, 2014). Firms are responding to this trend through innovations that leverage new technologies, based on digital information, such as: smart materials (Chen et al., 2016), internet of things (Islam, Kwak, Kabir, Hossain, & Kwak, 2015), artificial intelligence (Acampora, Cook, Rashidi, & Vasilakos, 2013) and big data (Kayyali, Knott, & Van Kuiken, 2013).

A new generation of products, that are highly responsive to users' behaviors and highly adaptable to different conditions of users' life, are entering the market (Arnrich, Mayora, Bardram, & Tröster, 2010): wearable monitoring devices (Jee, Sohn, & Change, 2015), self-service diagnostic tools (Lanseng & Andreassen, 2007), robotic care services (Broadbent, Jayawardena, Kerse, Stafford, & MacDonald, 2011), self-learning healthcare systems (Angus, 2015).

These products for wellbeing, however, usually redesign the entire experience of their adopters (Patel, Asch, & Volpp, 2015) and, therefore, are based on novel business models (Lehoux, Daudelin, Williams-Jones, Denis, & Longo, 2014) and are promoted through new marketing approaches (Schuster, Drennan, & N. Lings, 2013).

The track «Marketing of innovations for wellbeing» is aimed at exploring, in a broad sense, the key marketing challenges for firms that develop and promote these types of innovations (Thakur, Hsu, & Fontenot, 2012; Zainuddin, Russell-Bennett, & Previte, 2013).

**Papers may thus address, but are not limited to the following themes:**

### ***Customer/user perspective***

- ✓ How innovations for wellbeing create value for customers?
- ✓ Which barriers to adoption by end users exist for these innovations?
- ✓ Which barriers to adoption by intermediate users exist for these innovations?
- ✓ How relationships among firm and customers and/or among customers change with the introduction of these innovations?

### ***Firm perspective***

- ✓ How innovations for wellbeing must be designed to appeal users?
- ✓ How these innovations must be promoted to spread in the market?
- ✓ Which pricing strategies can be used for these innovations?
- ✓ Which marketing channels are effective to sell these innovations?
- ✓ How marketing organizations must be redesigned to successfully develop and sell innovations for wellbeing?

- ✓ To what extent these innovations require different marketing capabilities by firms? Which capabilities are needed?

### **Business ecosystem perspective**

- ✓ Which business models are best suited for innovations for wellbeing?
- ✓ How the role and relationships among players in the business ecosystem (e.g., suppliers, service providers, professionals, channels, influencers, customers, users, payers) are affected by these innovations?
- ✓ To which extent these innovations change the competitive rules of the game?
- ✓ Which ecosystem network structures are more effective to successfully spread innovations for wellbeing?

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