

An International Comparison of Models of Innovation: What is to be learned about the New Zealand Situation

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The Sample

Qualtrics Sample

- Sweden (n=164)
- Finland (n=90)
- Denmark (n=38)
- Australia (n=101)
- New Zealand (n=108)



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Analysis

- Discourse Analysis
- Six main areas of innovation identity identified
 - Industries
 - Beliefs about innovation
 - Limits to innovation
 - Reasons for success
 - Prominent figures
 - Prominent companies



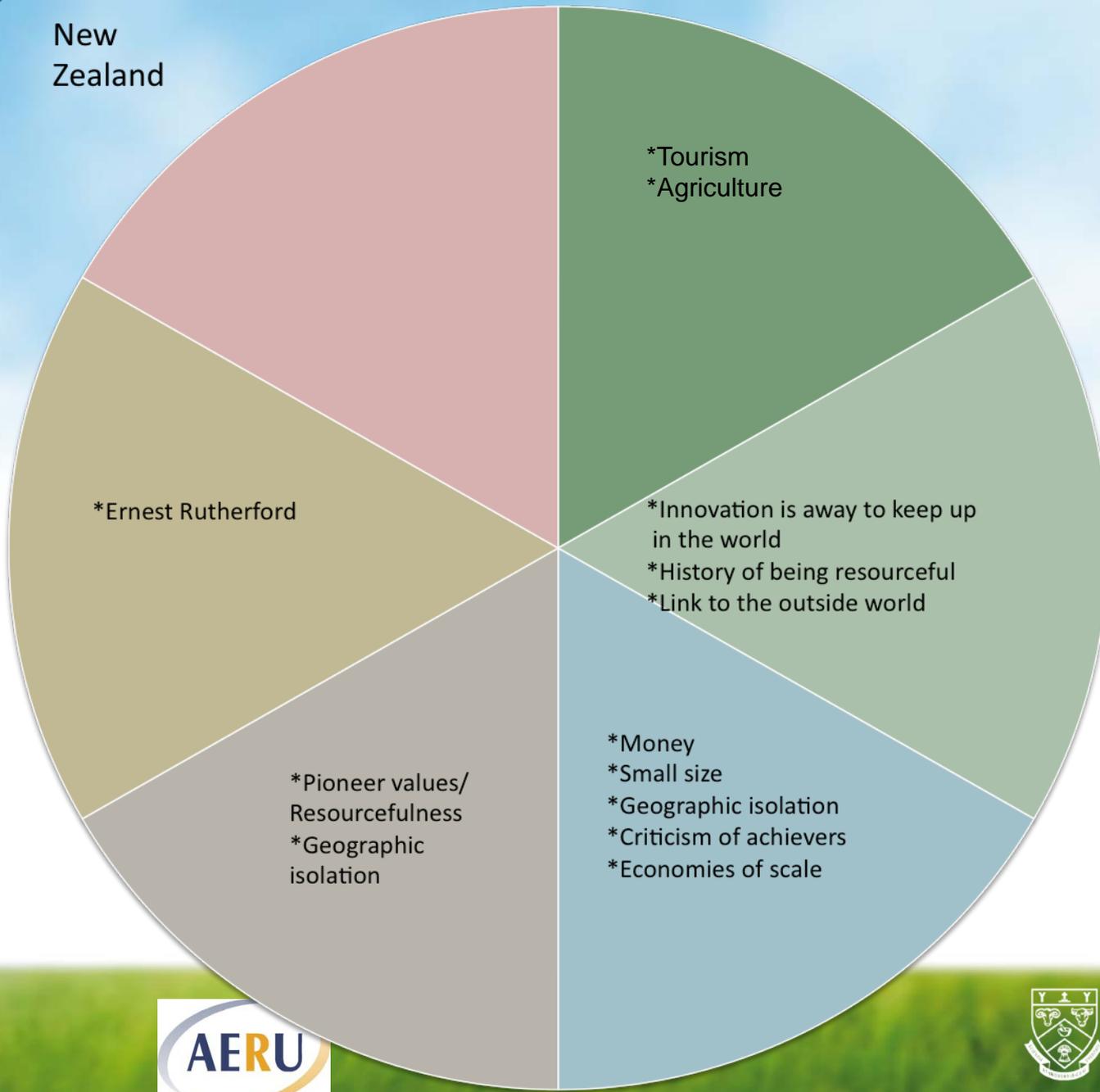
Innovation Identities

- By comparing NZ innovation identity with those of other nation's lessons can be learned.
- I'll highlight points of similarity and divergence
- I'll point out potential ideas regarding the NZ innovation landscape that might be garnered via comparison





New Zealand

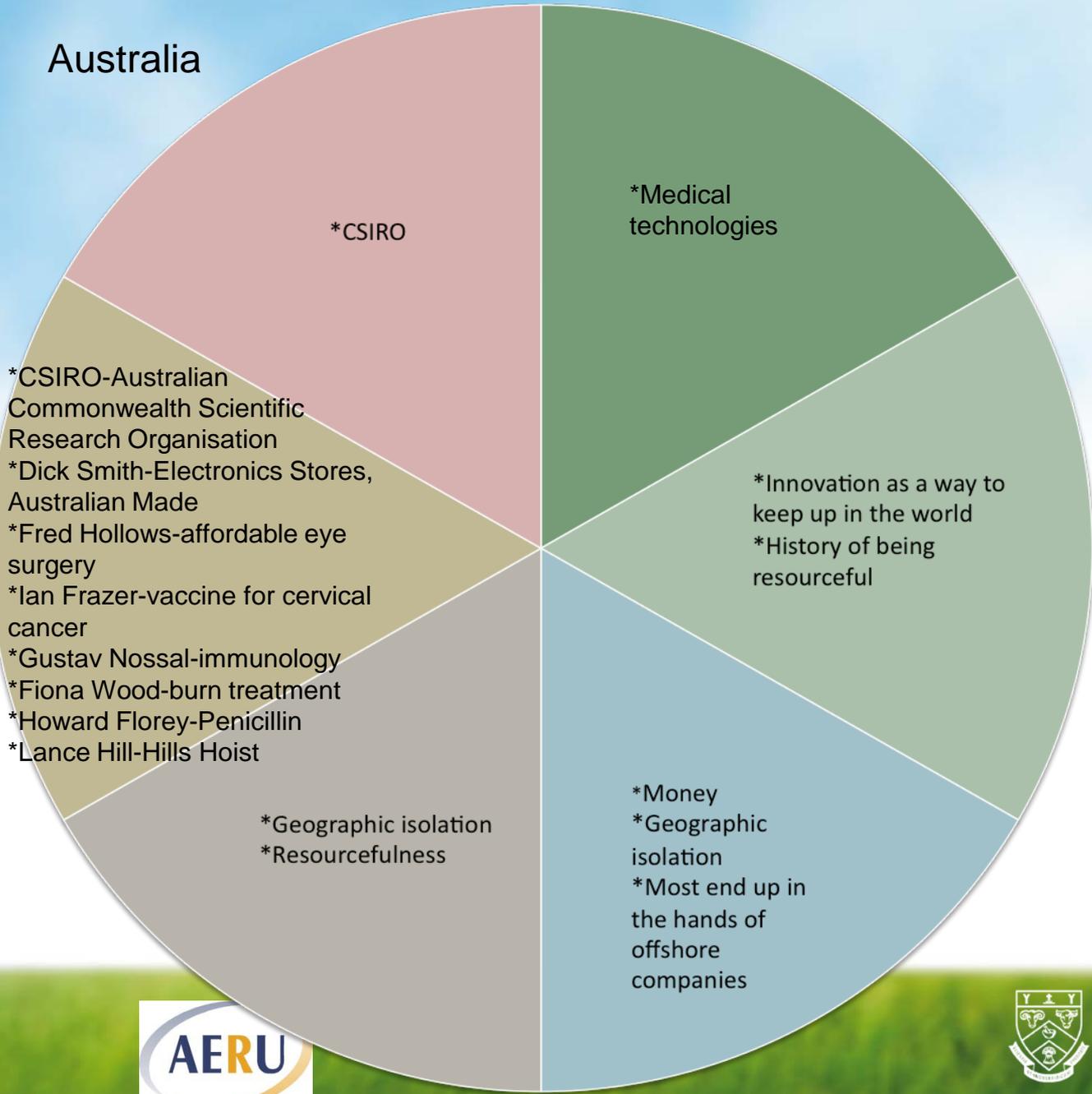


- Prominent National Industries
- Beliefs about Innovation
- Limits to Innovation
- Reasons for Success
- Prominent Figures
- Prominent Companies





Australia



- Prominent National Industries
- Beliefs about Innovation
- Limits to Innovation
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Denmark

- *Novo Nordisk-pharmaceuticals
- *Saxo-investment bank
- *Lego
- *A.P. Moller-Maersk
- *Carlsberg Brewing Company
- *Vestas-wind technology

- *Renewable energy technology
- *Pharmaceuticals
- *Medical technologies

- *Niels Bohr-physics
- *Tycho Brahe-Astronomy
- *Hans Christian Oerstad-physics & chemistry

*Innovation is a way to keep up

- *Educated populous
- *Emphasis on group success as opposed to individual success
- *Limited natural resources. Having only knowledge to sell

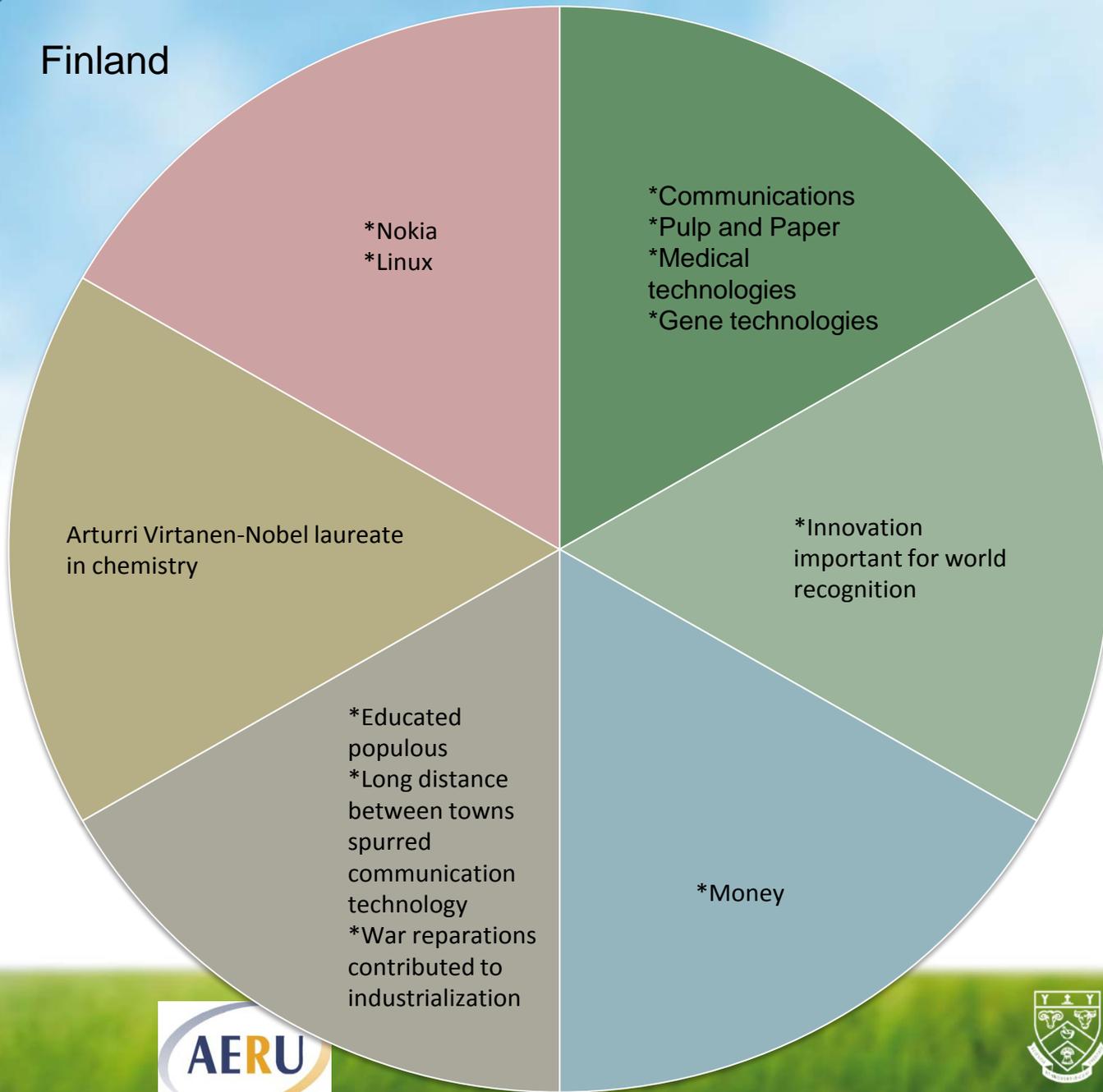
- *Money
- *Jante-criticism of achievers
- *Emphasis on group success as opposed to individual success

- Prominent National Industries
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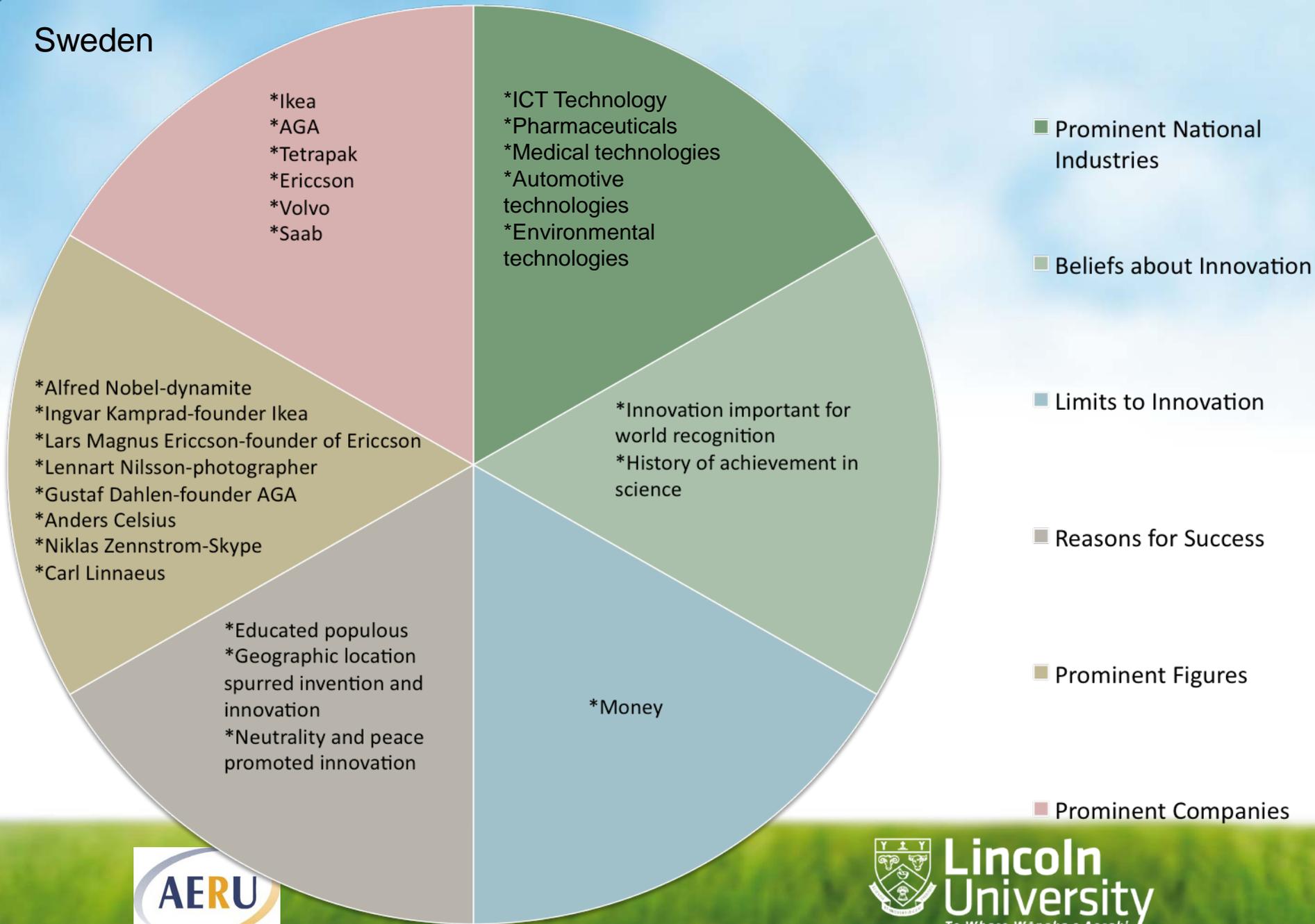
Finland



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Sweden



Conclusions

- Within New Zealand there is a lack of awareness of innovation. Prominent figures and companies aren't known. One could argue that the people of a nation must first recognize the nation as innovative before the world is likely to give the nation any recognition in this regard.



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- Respondents from the top innovation performing countries mentioned the quality of the educational system as being key to their success. While the New Zealand education system performs highly in international comparisons and is likely on par with these top performing nations, pride in education and educational achievement could be greatly improved within New Zealand.
 - Within the prominent figures categories for all the countries analyzed, technology user inventors were infrequently mentioned





Future Research

- Look at past agricultural nations which have been successful in diversifying their economy
- Look at media portrayal of innovation within New Zealand and compare with portrayal in other nations
- Look at media portrayal of user inventors in New Zealand and abroad

