

Behavioral and environmental sciences push frontiers in product innovation strategy

New research explores how behavioral and environmental sciences can converge to build winning product innovation strategies with a positive impact.

TALLINN, ESTONIA, May 31, 2023 /EINPresswire.com/ -- Following the responsible footsteps of the B Corp movement, showing that corporations can generate profits while benefiting all, Prof. Diana Derval, PhD, Chief Investigator of [DervalResearch](#), reviewed the latest advances in management, behavioral, and environmental sciences to provide leaders with a comprehensive toolbox to innovate and strategize with impact.

Centenarian brands like Nintendo, Harley-Davidson, or De L'Europe

Amsterdam focus on involving all stakeholders, in the ecosystem they have been nurturing over the decades. These legendary brands evolve yet stay true to their core values. Prof. Derval uncovered their secret: "Adaptive Management consists in recalculating the company's route while navigating toward the business end goal, in order to take into account the latest developments in the market. Sustainable brands practice this approach, made popular by NASA, to mitigate uncertainty and design solid product innovation strategies."

The DervalResearch team decoded the sudden rise of brands like BoAt, who took over the headphone market in India, and unveiled how innovators can tap into local customers' hidden deep needs by using behavioral neurosciences. Humans perceive sounds between 20Hz and 20kHz but some people hear bass four times less loud than others and rely on audio devices to amplify sounds for them. They naturally welcomed BoAt bass-enhancing headphones and joined the "Bassheads" community. Prof. Derval also explains how geotargeting personas based on their deep needs has become a best practice and allowed innovative brands like Chocopain or HYBE (the agency managing BTS and Justin Bieber) to focus on the right priority countries and



Frontiers in Product Innovation Strategy book+course



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markets.

The explanations shared are not too technical but are precise enough to grasp what is truly unfolding behind the scenes of major market breakthroughs and to help marketing, innovation, R&D, and sales teams devise sustainable expansion and growth hacking strategies, both IRL (in real life) and online.

Last but not least, DervalResearch curated fascinating examples on how nature and biomimicry, the study of

ancient or different cultures and civilizations, as well as biosciences and science fiction can offer very valuable sources of inspiration to innovate, and shape people and planet-friendly futures.

The findings are all detailed among other key insights in Prof. Diana Derval's latest book "[Frontiers in Product Innovation Strategy: Predicting Market Outcomes and Creating Winning Products for a People and Planet-friendly Future](#)", published by Springer Nature.

The book shows how advances in management and science can now help explain and predict innovation response and market outcomes. Part of the Business Guides on the Go (BUGO) series, the book includes business cases from various industries and geographies, such as Clorox, Kärcher, Xiaomi, Futurium, The Body Shop, Noodelist, Chocopain, mCaffeine, and Bosch. The book and ebook are available via Springershop and come with an online video course ([preview](#)).

Su Ting Nee, President of Vinda Group South East Asia - one of the largest Fast-Moving Consumer Goods (FMCG) companies for hygiene products in Asia, with well known brands like Tork, Drypers, Tempo, Libresse, TENA, and Vinda remembers: "About 5 years ago, a colleague of mine from another business unit shared a few slides on their recent work with Diana in one of our meetings. It was brief but it was memorable. The timing was perfect because I had just started the strategy review process, and was in the midst of developing our 5-year Product Innovation Plan for Southeast Asia." President Ting Nee who also authored the foreword to the book highlights: "Sensory profiling is one that helped explain scientifically the underlying or unspoken "whys" of softness preference, thickness preference, color preference, just to name a few. These preferences are hardwired, and it does not change. From my perspective, Product Innovation Strategy should be mid-to-long-term and stand with time as much as possible, as it involves investment, R&D, technology and equipment development. What matters most when rethinking the Product Innovation Strategy is to identify insights and consumers' preferences that are hardwired as the foundation to the innovation and key deliverables, and layering over it with features and benefits that evolve with trends." This is exactly what Prof. Derval's research and book+course will guide readers to achieve.

About DervalResearch

DervalResearch is a pioneering research firm using biosciences to decode human behavior and preferences. People are rational, they just have a very different perception. Personas' decisions seem to just come down to culture and emotions but are in fact deeply rooted in their very own physiology, microbiome, sensory perception, and hormonal makeup, and can therefore be anticipated and better targeted. With non-invasive yet powerful predictive tools like the Hormonal Quotient® (HQ), Sensory GeoMaps®, or the Derval Color Test, our neurodiverse team of scientists and designers helps organizations seize business opportunities, increase their innovation hit rate, and develop planet and people-friendly experiences from Paris to Shanghai. DervalResearch is a Certified B Corp, meeting high standards of verified social and environmental performance, accountability, and transparency. Additional information: <https://www.dervalresearch.com> and follow @dervalresearch

Further information

Derval, D. (2023). "Frontiers in Product Innovation Strategy: Predicting Market Outcomes and Creating Winning Products for a People and Planet-friendly Future", Springer Nature. <https://link.springer.com/book/10.1007/978-3-031-25823-7>

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