

*Unveiling Market Insights:
Analysing spending behaviour
and identifying opportunity for
growth*

Market
Innovation:

A marketing innovation is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

Market
Scripting:

“The conscious activities conducted by a market actor in order

To alter the current market configuration in its favor“

Market
system
dynamics:

The cluster Market Systems Dynamics (C5) focuses on cultural and

socio-technical artifacts in dynamic market systems, which are created

through an interplay between consumers, producers, and other stake-

holders. Due to this interplay between heterogeneous actors, there is

“enduring cultural tension” (Giesler, 2008, p. 739), resulting in per-

petual dynamic and instable markets. These market system dynamics are

Market
Developments:

To investigate developments over time, we subjected the bibliometric map to a diachronic analysis. We used overlay visualizations based on publication year and normalized citation scores