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# The Contrary Forces of Innovation

## An Ethnography of Innovation Processes in the Food Industry

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# Table of Contents

<b>1 UNDERSTANDING INNOVATION AS PROCESS</b>	<b>1</b>
1.1 Innovation in the making: A case study	1
1.2 Situating the study theoretically	4
Innovation management and process	7
The Industrial Network Approach	11
Actor-network theory and the study of emergence	17
1.3 Research questions: Innovation, process and controversy	30
1.4 The thesis structure	34
<b>2 METHODOLOGY: CONSTRUCTING ETHNOGRAPHY</b>	<b>36</b>
2.1 Digging into potential cases	43
2.2 Doing organisational ethnography	45
Gathering materials	45
Re-organising and reconstructing materials: Writing ethnography	48
<b>3 INTRODUCING AND SITUATING THE CASE STUDY</b>	<b>52</b>
3.1 Combining fish, fermentation and proteins	53
The idea of fermenting fish	53
Buying the patent application and starting product development	56
Market research and technological development	57
3.2 Including pre-rigor salmon	59
Shift from Umi No Kami to Salma	61
Scaling up production	62
Market testing: Presenting the product	63
Market testing: Selling Salma Cured	65
Market testing: Selling Fresh	66
Summing up on the case study	68
3.3 Blue-green innovation and Tine's innovation strategy	69
A short history of agricultural R&D and the appeal of fish	69
Blue-green innovation	72
Public funding of blue-green innovation: Evaluating early practice	74
Tine's efforts to industrialise fish	75
The biomarine projects	86
Restructuring Tine Biomarine	90
<b>4 FERMENTING FISH: INNOVATION IN PRACTICE</b>	<b>99</b>
4.1 Idea and invention: Recombining elements across settings	100

Inventing the object: Fermenting fish	100
<b>4.2 The Neptun project: Research and technology development</b>	<b>104</b>
Initial cooperation: The Neptun project	104
Collaboration in the laboratory	104
Funding the Neptun project	106
Testing different types of fish, colour variants and ways to stabilise fat	113
<b>4.3 Umi No Kami: From science to product development</b>	<b>115</b>
Filing and marketing a patent application	116
Starting the Umi No Kami project	123
Organising the project	125
Re-combining materials and stabilising fatty acids	130
Recruiting and controlling micro-organisms	136
Summing up: Organising micro-actors	144
<b>4.4 Early market research and conceptualisation</b>	<b>146</b>
Original intentions	146
Types of customers and quality/price	151
Management preconditions and initial intentions	155
International study tour	156
Domestic market research	159
Summing up market opportunities	160
Summing up identity negotiations	162
<b>4.5 Reorganising the project and scaling up production</b>	<b>164</b>
The ‘coup’ of Umi No Kami	168
The market system for fish as barrier to innovation	177
The ‘cold fish technology’ and pre-rigor processing of salmon	183
Partnering with Tine: Bremnes Seashore’s point of view	187
Partnering: Negotiating contracts and practice	190
Scaling up production	198
The intervention of micro-organisms	201
Adjusting production practice	203
<b>4.6 Looking for users</b>	<b>210</b>
Making the concept: Salma	210
Looking for users: The marketing tour	215
Catering for Asia	221
A market test for salmon salami in Germany	229
<b>4.7 Fish salami unmade: Why mince ‘the best beef in the world’?</b>	<b>233</b>
<b>5 AN ANALYTIC SCHEME OF INNOVATION PROCESSES</b>	<b>237</b>
<b>5.1 Staging of innovation processes</b>	<b>240</b>
<b>5.2 Mobilising actor-networks</b>	<b>241</b>
<b>5.3 Knowledge exploration</b>	<b>241</b>
<b>5.4 Interaction and confrontation of sub-processes</b>	<b>243</b>

<b>5.5 A network of interconnected processes</b>	<b>243</b>
<b>6 THE CONTRARY FORCES OF INNOVATION</b>	<b>246</b>
<b>6.1 Realising and stabilising innovations: a process view</b>	<b>248</b>
<b>6.2 Mobilising and committing to uncertain outcomes</b>	<b>255</b>
Translation, path creation and technical innovation	256
Mobilisation in the face of exploration	261
<b>6.3 Exploration: Producing knowledge and generating complexity</b>	<b>269</b>
Punctuated learning/nonlinear cycle of divergence and convergence	271
Exploration as divergent process	273
<b>6.4 Interacting and mutual translation of interests</b>	<b>281</b>
Interacting with users	282
Mutual translation of interests	289
<b>7 CONCLUSION</b>	<b>297</b>
<b>7.1 Positioning: Summing up the critique of existing theory</b>	<b>298</b>
<b>7.2 Contributions from the study</b>	<b>300</b>
Mobilising actor-networks	302
Exploring knowledge	303
Network of interconnected processes	305
<b>7.3 Methodological contributions</b>	<b>307</b>
<b>7.4 Limitations to the study</b>	<b>308</b>
<b>7.5 Further research</b>	<b>308</b>
<b>REFERENCES</b>	<b>311</b>
<b>APPENDIX</b>	<b>322</b>
<b>Appendix A: List of participating persons and organisations</b>	<b>322</b>
<b>Appendix B: Field-sources</b>	<b>324</b>
Fieldstudies/participant observations	324
Documentation (project and individual archives)	324
Interviews	325