MISFIRES and Marketing Innovation: Innovating Together for Better Markets

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MISFIRES
INNOVATING TOGETHER FOR BETTER MARKETS

BACKGROUND

'MISFIRES' is a new interdisciplinary ERC funded research program at the intersection of STS and critical market studies, based at University College Dublin. It aims to guide new academic and policy thinking by establishing how:

1) concerned actors voice and mobilise around the notion that healthcare market has 'failed' them;
2) concerned actors seek to negotiate and address healthcare market failures;
3) this process may lead to 'better' healthcare markets (as defined by the actors).

The project explores participatory and collaborative strategies in the five cases it researches by helping to open these markets up to the concerns of those who are let down by them.
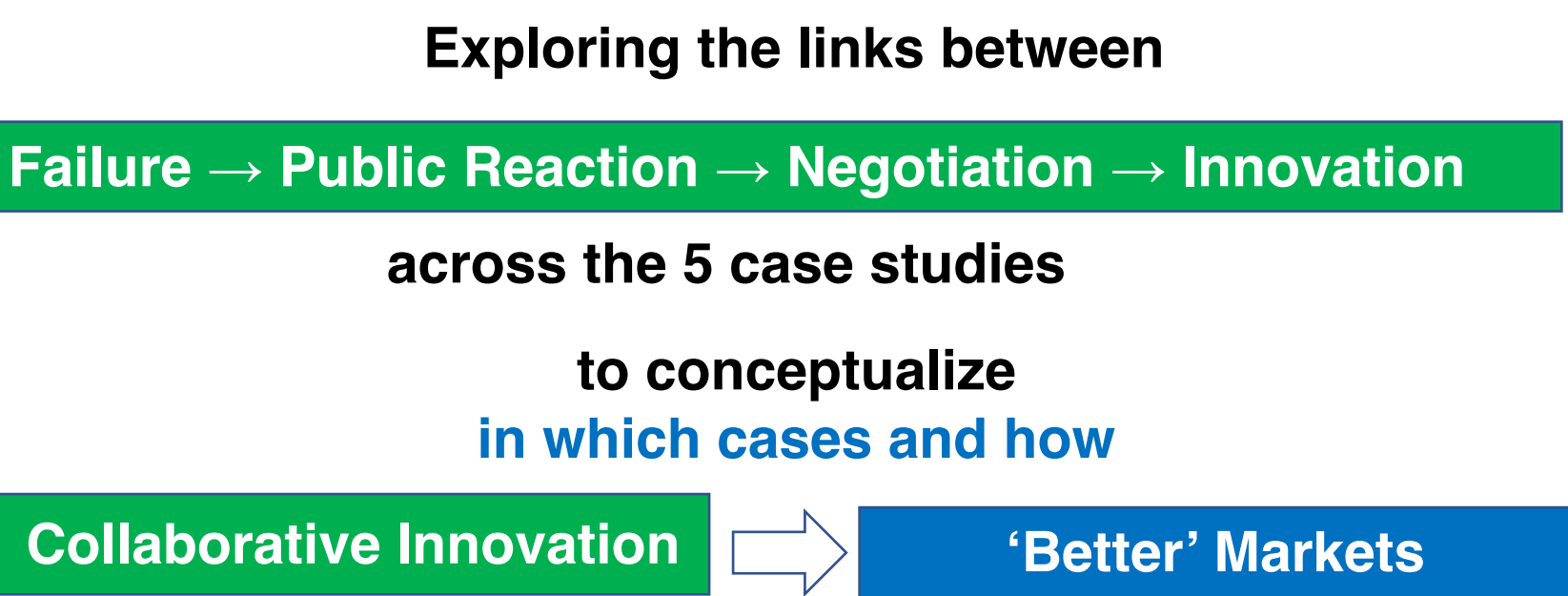

From Market Failure to Collaborative Market Innovation

How can we make markets better from the perspective of those affected?

Market Failures	Misfires	Market Innovation	'Better' Markets
Evoked Represented	Pragmatically addressed	Collaborative Experimental	As defined by actors

AIMS AND OBJECTIVES

MISFIRES asks how actors can engage with a market's failures to challenge its organisation and make it more collaborative, more open to civic values and to social or political concerns. It takes healthcare markets as prototypical examples of 'concerned markets' (Geiger et al., 2014), characterised by diverse interests of multiple actors, significant social and political stakes, and a long tradition of collective action

EPISTEMIC GOALS: to **establish what makes markets 'better' or more 'civilised'** (Callon 2009) from the perspective of those let down or marginalised by them, and **what actions these actors can take** to open up the healthcare markets to their concerns.

PRACTICAL GOALS: to **devise roadmaps** to overcome current economic, institutional and political constraints that preserve healthcare markets' status quo, helping to **build an inter-stakeholder dialogue** around how to **make health markets better**, one misfire at a time.

Exploring the links between

Failure → Public Reaction → Negotiation → Innovation

across the 5 case studies

to conceptualize
in which cases and how

Collaborative Innovation ⇒ **'Better' Markets**

EXEMPLARY CASE STUDIES

Case	Timeframe/ Scope	Issues	Indicative Activist Groups	Data Collection Methods
1.Anti-retroviral drugs	Historical Global	Licensing of Intellectual Property	Medicines Patent Pool, Médicins sans Frontières, Knowledge Exchange International	Archival/documentary research, participant observation at AIDS conventions, interviews.
2.Hepatitis C	Recent 2-3 EU jurisdictions	'Just' pricing	National Patient organisations	Interviews, tracing pricing negotiations in comparator countries, observations.
3.Gene testing start-ups	Current Global and EU	Assetising DNA	Biorights movement, data privacy movement, lawyers	Observations at events, interviews, netnography.
4.Wearenotwaiting	Recent US-centric/ Global	Industry stalling medical innovation	#Wearenotwaiting	Netnography, interviews, observations
5. Emergent case	Now/Future		Tracing emergent concerns	

RESEARCH DESIGN

Researching Collaborative Market Innovation

Context | Causes | Actions | Consequences
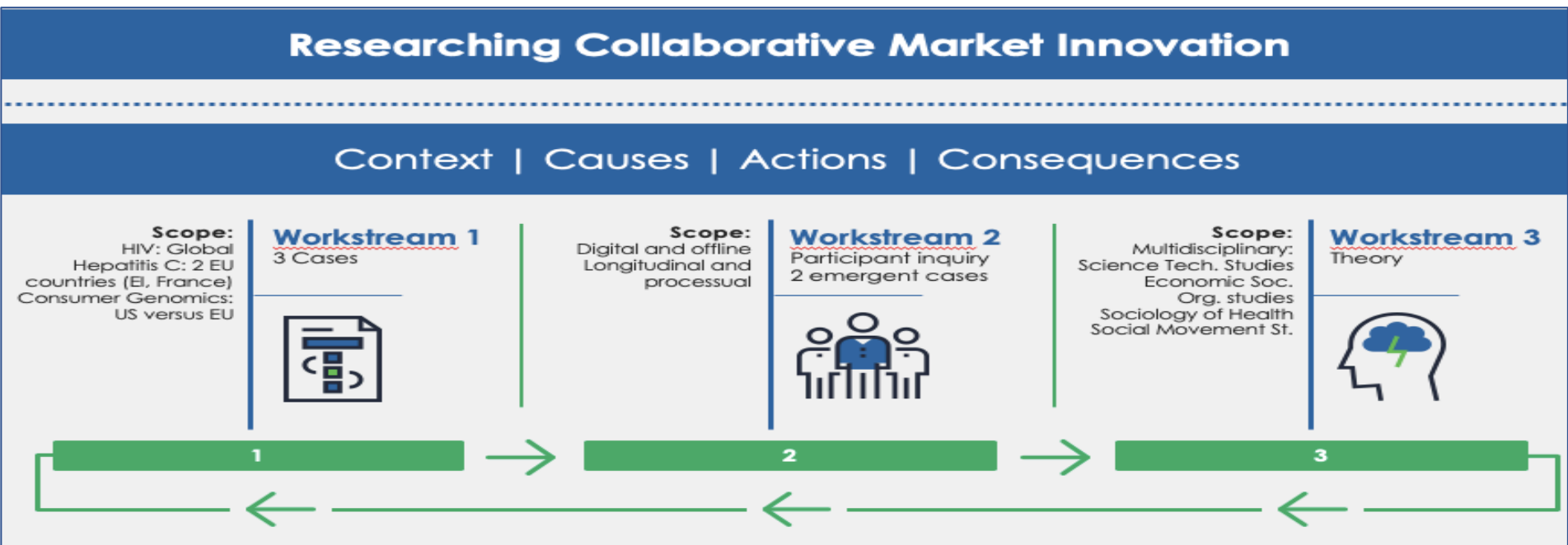
MISFIRES will pioneer new theoretical and empirical horizons for **understanding and conceptualising a collaborative turn in market organisation**.

Three co-evolving work streams:
- **Empirical engine - INVENTORIZING**
  Healthcare activism across paradigmatic cases of collaborative innovation in healthcare markets
- **Methodological innovation - FOLLOWING**
  following the formation of concerned publics in emergent cases
- **Conceptual development - THEORIZING**
  and practicing collaborative market innovation

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