Theses

1. The Lead User management principle developed by Von Hippel could be enhanced by the following criteria, based on STS and innovation studies:
   - The notion of innovation can be described by a model based on interpretation of technology based on social consensus, co-learning, feedback and selection.
   - Concerning the system feature of innovation, it should be emphasized that not only incremental but radical innovations exist, as well as innovations changing technological system and regime.
   - Selection is an important issue in the connection between innovation and environment, which is of technological, economic and social feature, being a critical determinant in the early stage of innovation.
   - The connection between innovation and market is re-evaluated after the emergence of network, as non market elements become important, cooperation replaces competition, furthermore market actors communicate and share their resources more intensively.
   - Concerning user standpoint, the concept of co-learning and changes of user needs should be analyzed. This way, the group of lead users can be enhanced with the group of potential lead users.
   - The analysis of the forecasting ability and reliability of the model should contain the examination of composition, motivations and needs of group of lead users, as well as investigation of environmental and market changes, based on the following aspects: ability to react, learning, adaptation to environment, as well as shaping the environment.

2. I would emphasize the change of the notion of time as it may provide strategic importance to certain decisions, and due to this, the interpretation of innovation possibilities (as context depending knowledge) is of utmost importance. Therefore innovation includes present and future possibilities, just like the case of net present value calculations – i.e. during capitalization of novelty. The correct forecast of these inherent possibilities may be supported by a strict historical and context analysis (exploring past experiences).

3. I would argue to place innovation systems in an evolutionary frame instead of the currently used neoclassical approach. As the model based on creation and heritance of several variations and mutations provides a more profound explanation for the features of innovation (random occurrence, concentration and interconnectedness of innovations, their place within the system, or lock-in phenomenon) than neoclassical economics applying the linear model of innovation.