

OCTOBER 2015

INNOMARKET

INNOVATION IN THE ROAD FREIGHT

Copenhagen Business School
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InnoMarket
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InnoMarket is an international Marie Skłodowska-Curie research project carried out in cooperation between the Innovation Center for Logistics and Transport and Copenhagen Business School. The project focuses on innovation processes that are developing traditional road freight transportation markets from pure cost orientation to considering sustainability and low cost. In contrast to the many studies of technological innovations, this project takes an interest in the complexity of road transport chains and focuses on management. InnoMarket runs from 2015 to 2017.

BACKGROUND

The European road transport market is not sustainable in terms of environmental, economic and social performance (safety, security, and working conditions). Despite decades of rhetoric, scientific and political progress, little innovation is evidenced in overall practice of long haulage market development. "Price, price, price" is the order winner, while sustainability is someone else's responsibility. A transport chain involves a net of transport markets actors and even though each transport is highly coordinated the transport market is poorly linked and take on a bazaar character, which might be a built-in hinder for a sustainable and low cost transport chain.

PURPOSE OF THE PROJECT

The project aims to generate knowledge and understanding on work and development of road freight transport markets. The main objective is to identify innovative potentials for lowering cost and increasing sustainability by analyzing practices of overlapping markets and built-in controversies in transport chains.

RESEARCH METHOD

- A mobile ethnology study is carried out on development in transport chains (Poland, Denmark and Sweden).
- Interviews, meetings and reflective discussions are carried out with key actors.
- Also archival studies of debates, reports, newspapers and industry journals are carried out.

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EXPECTED RESULTS

Improved European competitiveness in road freight transportation is expected through better understanding of:

- State of the art knowledge of innovation processes in the long haulage road sector that results in sustainability and low costs.
- Road transport innovation and management facilitators and impediments.
- Novel concepts of market practices on challenges and potentials of innovation in the road transport sector.
- Different strategic trajectories that is possible.

Project outcomes:

Academic publications, material for student and executive training, involvement of practitioners in workshops.

RESEARCH TEAM

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