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Title	The drivers of innovation capacity in the New Zealand and Finnish fashion industries		
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Abstract

Drivers of innovation capacity at a national, industry and firm level are a phenomenon to which many groups from governments down to firms are continuing to learn about in order to succeed economically. This study concentrates on drivers of innovation capacity in the New Zealand and Finnish fashion industries in order to decipher what drivers of innovation capacity are and how they affect the New Zealand and Finnish fashion industries.

The empirical research was conducted using a qualitative research approach. This method was appropriate as in researching the drivers of innovation within the fashion industries of Finland and New Zealand, an empirical research topic, the use of a qualitative method was very much suitable. The research was carried out firstly by analysing the current theoretical data on the three different levels of drivers of innovation capacity. Followed by this was an analysis of information from the respective governmental agencies of the two countries before finally interviewing a group of four fashion companies from New Zealand and Finland to get an industry perspective. The main finding for both New Zealand and Finland was the lack of funding needed for young fashion entrepreneurs to start new businesses. Another finding in New Zealand and not in the Finnish fashion industry was the presence of a representative body for their domestic fashion industry, something that could aid the Finnish domestic industry as a whole.

Previously the fashion industry has been a relatively untouched subject in regards to innovative business literature. Concerning New Zealand and Finland in regards to innovation, population size, being open economies and having comparable land masses and resources one can see that this could be a good comparative study for future research. This study provides a good starting point for those interested in the fashion industry and would be a good basis for continued research in regards to the relationship between innovation and the fashion industry.

Key words	Innovation, Drivers, Capacity
Further information	