SD5906
Globalization

Where is Business Being Disrupted?
Definitions and History

School of Design

The Polytechnic University of Hong Kong

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Disruption

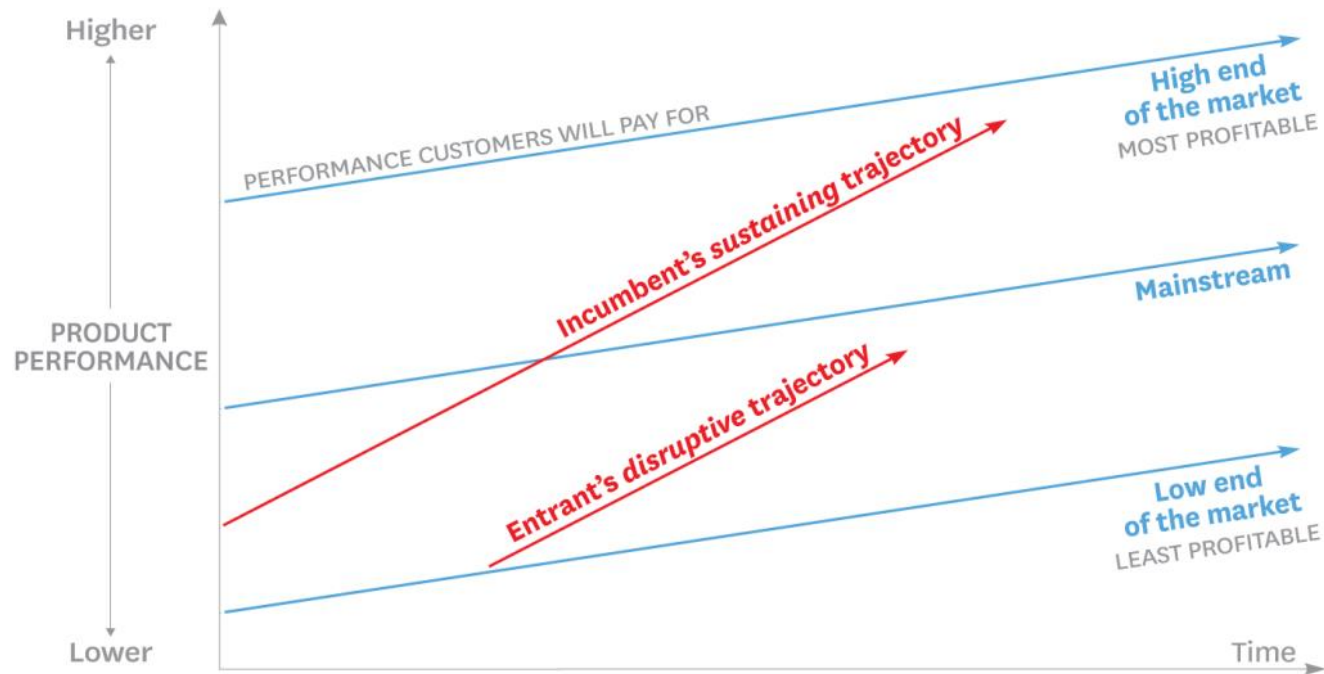disruption
/dɪsˈrʌpʃn/
Noun

disturbance or problems which interrupt an event, activity, or process.

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Disruption in business – first definition

"Disruption" describes a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses

- Clayton Christensen, 1995

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Business Model

SOURCE CLAYTON M. CHRISTENSEN, MICHAEL RAYNOR, AND RORY MCDONALD
FROM "WHAT IS DISRUPTIVE INNOVATION?" DECEMBER 2015

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Disruption – Overused/Misused?

1. Victim of own Success

2. Widely misunderstood

3. Overused/misused

https://hbr.org/2015/12/what-is-disruptive-innovation

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Disruption in 2015

1. Disruption is a process.

2. Disrupters often build business models that are very different from those of incumbents.

3. Some disruptive innovations succeed; some don't.

4. The mantra "Disrupt or be disrupted" can misguide us.
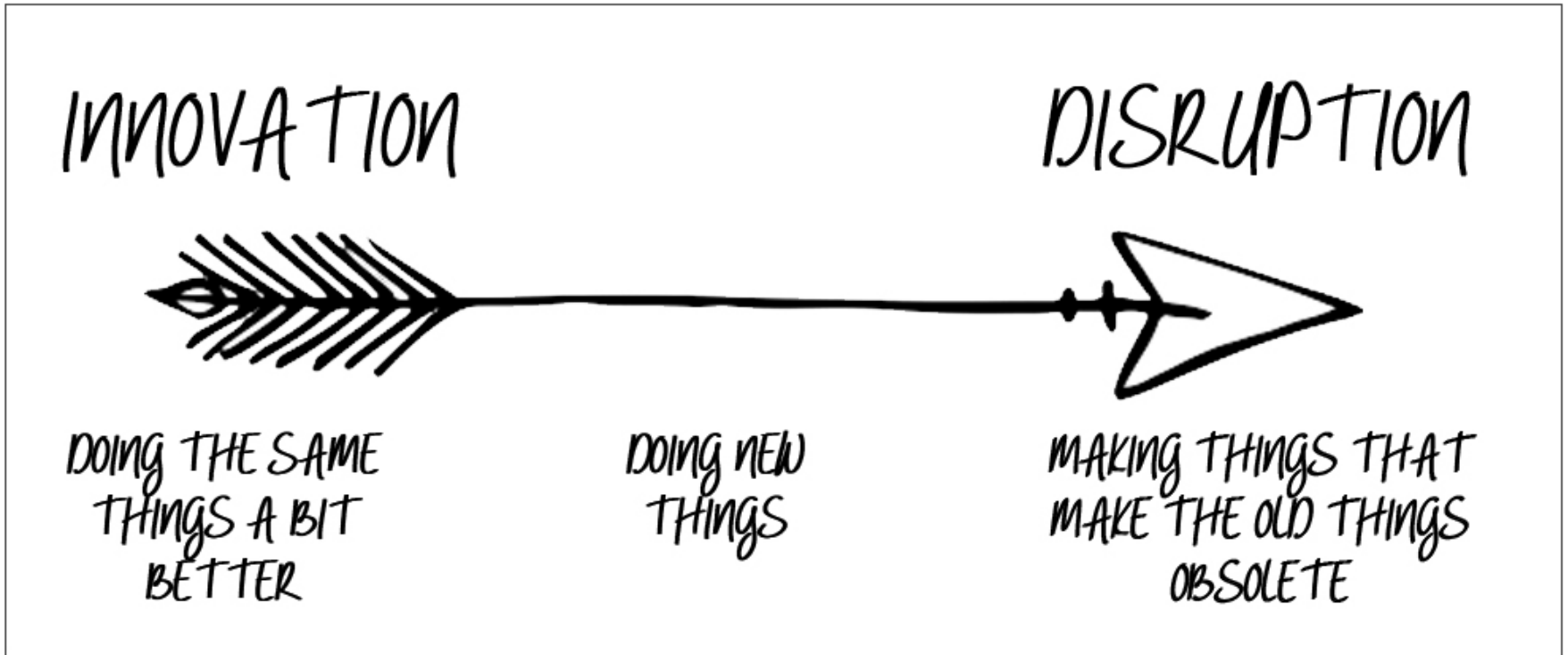
- Clayton Christensen, 2015

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Figure 1: Disruptive innovation can hurt if you are not the one doing the disruption. (Source: Gartner.com)

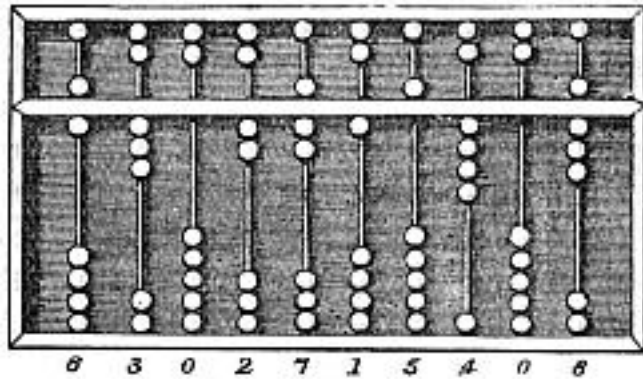PolyU Design

Gilette Guard (India) – innovation or disruption?

Razor for $0.30
Cartridge for $0.15
3% of Fusion ProGlide

www.gilette.in

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Mechanical calculator to Digital calculator

Xerox – Disruptive

Digital Cameras replacing film

Amazon

Did Amazon disrupted retail?

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Alibaba – Disrupting sourcing

https://www.phys.org

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Disruptive?

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Electrics Cars

Electric cars are disrupting the support
network of gasoline pumps & cars

Milan Zeleny, 2009

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Wikipedia

Encyclopedia Britannica was shut down in 2012, after 244 years of operations

Disruptive Business Model?

Digital Payments disrupting Banks

How many of use WeChat pay?
How many of you have visited bank in last one month?

So the question is..

Can you plan for disruption or is it always retrospective?

Questions?

Thank You

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References:

https://hbr.org/2015/12/what-is-disruptive-innovation

https://hbr.org/2012/04/how-pg-innovates-on-razor-thin

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