

# INDEX

## A

Abreu, Maria, 2, 21  
Agency, 23, 112, 124, 159  
Airbnb, 76, 140  
Alexander Graham Bell, 10  
    Graham Bell's telephone, 10  
Algorithm, 53, 62, 69, 105, 111, 113, 157, 174  
Amazon.com, 49  
Anderson, Mary, 18  
Android, 110, 123  
Angry Birds, 122, 123  
Apple  
    app store, 47, 73  
    GPS, 4  
    Macintosh, 98  
Apps, 76, 82, 104, 107, 111, 125, 157–159, 174, 177  
Arnold, Frances, 35  
Artisanal, 70, 79  
Asia, 32, 118, 142  
Asia-Pacific, 142  
Atari, 98  
Atypical working contracts, 51, 75  
Augmented reality (AR), 105, 106, 107, 122, 125, 159  
Australia, 31, 137  
Authenticity, 77

## B

Babbage, Charles, 111  
B-Corporation, 80  
Bendix, 14  
Berners-Lee, Tim, 35  
BlaBlaCars, 47  
Black box, 34, 107  
Blackstone, William, 11  
    Blackstone washing machine, 11  
Bose, 11, 14  
Boston-NY area, 61  
Branding, 4  
    branding of innovations, 4  
Breakthrough Prize, 36  
    targets, 36  
Broadband internet connectivity, 98  
Brynjolfsson, E., 80, 83  
Budget, 51, 83, 137, 143, 146, 178  
Business  
    activities, 78, 81, 97  
    consultants, 85, 112  
    gaming, 121  
    model, 49, 52, 58, 71, 74, 76, 77, 83, 140, 146, 176  
    opportunities, 51, 57, 77  
    scalable, 62  
    type of, 23  
    venture-capital, 60, 62

## C

- Canada, 31, 61
- Capability, 55, 67
- Care
  - formal, 147, 156
  - gendered, 149, 152, 153, 160
  - global, 147, 150, 152, 154
  - informal, 147, 154, 156
  - medical, 175
  - migrant, 152, 154, 158
  - new economy, 149
  - work, 147–154, 157, 151–154, 160
- Car sharing, 17, 18, 177
- Case, 3, 5, 6, 7, 11, 13, 15–17, 27, 28, 35, 51, 52, 60, 62, 64, 69, 73, 79–84, 109–119, 125–126, 136, 143–145, 146–154, 157, 169–171, 175, 178–179
- Change
  - agent, 117
  - changes in industrial structures, 51
  - organizational, 173
  - structural, 19
  - technological, 57, 67, 136, 143
- City, 76, 113, 119
- Class
  - creative, 71, 136, 137, 139, 143, 145, 172
  - social, 31, 135, 156
- Co-creation, 175
- Codecademy, 109
- Co-development, 175
- Coding, 64, 108, 109, 111–112, 114–116, 117–119, 125
- Collaboration, 29, 31, 33, 50, 66, 115, 145, 177
- Commodore, 98
- Company
  - biotechnology, 29
  - care, 155
  - global, 114
  - machinery, 13
  - multinational company, 69
- Competence, 102, 115
- Competition, 20, 22, 23, 28, 29, 34, 51, 68, 70, 75, 100
- Computer
  - games (*see* Games)
  - ubiquitous computing, 122
- Conductive fibres, 160
- Consumption
  - digital games, 101, 104, 108
  - game, 100, 124
  - game-based learning, 103
  - studies, 100
- Cooking, 120, 153
- Corporate femininity, 115
- Corrosion of character, 48, 173
- Couchsurfing, 77–78
- Crafters, 80
- Craftsmanship, 70, 136
- Creativity
  - class, 71, 136, 137, 139, 143, 145, 172
  - cultural and creative industries, 141
  - dynamics of creative and innovative jobs, the, 59
  - jobs, 137, 138, 139, 142
  - occupations, 59, 135, 137, 142, 145
  - small creative firms, 59
  - work, 1, 6, 7, 135–162, 172, 177
- Culture
  - code, 77
  - and creative industries, 141
  - gendered organisations,
    - organisation cultures and wider sets of institutions, 22
  - gendered research, 22
  - innovation, 9
- Cylinder machine, 11

## D

Dadification, 108  
 DARPA, 159  
 Decoded, 114  
 Design, 1, 50, 53, 55, 59, 69, 78, 79–80, 99, 102–103, 105, 108, 119, 122, 124–126, 136, 140, 142, 145, 159, 181  
   gender in, 175  
 Didi, 47  
 Diffusion, 174  
 Digital  
   digitalisation, 54, 56, 57, 69, 73, 74, 76, 85, 97, 105, 107, 122, 136, 159, 173, 176  
   games, 101, 104, 108  
   new economy, 97  
   platforms, 47, 52, 54, 73, 75, 79, 85, 97, 107, 121, 140, 172, 174  
   tailoring, 159  
 Disruptive force, 51  
 Diversity, 27, 54, 56, 100, 104, 117, 118  
 Doing gender, 174  
 Dot-coms, 47  
 Draining closet, 15  
 Dynamics of creative and innovative jobs, the, 59

## E

Ebay, 83  
 Economic activity, 23  
 Economic growth, 53, 55, 56, 62, 172  
   and innovations, 172  
 Economist Innovation Award, 36  
 Economy  
   dot-com, 47  
   economic shocks, 51  
   gig, 51, 52, 73–75, 76, 78, 85, 140, 141, 172, 177  
   interconnected nature of the, 70

  new economy, The, 38, 47–56, 58, 63–70, 75–78, 80, 83–85, 97–127, 135–139, 143, 146–147, 149, 152, 153–154, 160–161, 172  
   old economy, the, 2, 37, 80, 152–154, 160, 173  
   peer, 76  
   platform, 4, 6, 47–85, 98, 103, 122, 138, 140, 173, 176  
   sharing, 73–74, 76–78, 83, 85  
   world, 70, 150

## Ecosystem

  innovation ecosystem, 3, 9, 24, 178  
   R&D ecosystem, 3

Edgell, R. A., 54, 75

Edison, Thomas, 10, 20

## Education

  educational segregation, 24, 31  
   policy, 6, 32  
   segregated patterns, 25

Ejermo, Olof, 5, 6, 21, 24

## Electric

  light, 1, 10  
   vacuum cleaner, 13

Embeddedness, 64

Embodiment, 64, 68

Employee, 85, 113, 141, 180  
   -led innovation, 98

## Employment

  crowd, 52, 73  
   future, 31

Empower, 114

Enactments-perspective, 57

## Engineering

  software, 68  
   women in, 31

## Entrepreneur

  academic, 65  
   female, 29, 60  
   inventor-entrepreneur, 20  
   male, 60

- Entrepreneurial  
   activities, 57, 161, 177, 179  
   labor, 138  
   professions, 85  
   projects, 60  
   renewal, 75
- Entrepreneurship  
   academic, 65  
   and gender, 3  
   innovation, 54, 109  
   small-scale, 78, 140
- Etsy, 78–80, 140  
   crafts and design, 78
- Etzkowitz, H., 2, 31, 33, 34, 50
- Europe, 15, 20, 26, 30, 32, 33, 52, 53,  
   61, 62, 73, 76, 80, 119, 150,  
   152, 154, 175  
   code week, 118
- European Commission, The, 29, 118
- Everyday objects, 120, 122
- Expert, 64, 85, 119, 124, 150, 158,  
   174  
   jobs, 85, 119
- Expertise, 64, 80  
   professional, 64
- E&Y Barometer, 62
- F**
- Facebook, 49, 81, 105, 176
- Fair play, 103
- Family influence, 31
- Female  
   entrepreneurs, 29, 60  
   innovators, 2
- Feminine  
   corporate femininity, 55, 116  
   corporate feminism, 116
- Femininity, 23, 116, 147
- Feminism  
   corporate, 55, 116  
   feminist research, 99
- Filament lamp, 10
- Finland, 15, 16, 17, 35, 54, 76,  
   110, 146
- Fitness wristband, 144
- Flexibility, 73, 116
- Florida, Richard, 135–138, 143
- FujiFilm  
   gendering of corporation, 82  
   transformation, 82–83
- Funding  
   government, 62  
   instruments, 61  
   public, 72, 177  
   research, 23, 33, 34  
   venture capital, 60
- Future  
   employment, 31  
   labour, 75, 162
- G**
- Game, 99  
   consumption, 100, 124  
   girls', 99  
   social network, 98, 102  
   studies, 101, 109  
   virtual on-line, 99
- Gascoigne, Adriana, 113
- Gebhard, Maiju, 16
- Gender  
   analysis in healthcare, 148  
   composition, 55  
   differences, 2, 5, 31, 60, 64, 65,  
     100, 101, 104, 108, 170, 180  
   disparities, 2, 19, 27, 30  
   effects, 33, 154  
   gap, the, 2, 3, 21–24, 26, 30, 60,  
     62, 108, 112, 118, 175  
   gap in technology, 108  
   imbalance, 2, 19, 24–25, 61, 115, 175  
   and innovations, 28, 64, 83, 98,  
     169, 171, 172, 180

- labelling, 19
- as process perspective, 48, 55, 176, 177, 181
- and venture capital, 62
- Gendered
  - disparities, 19, 25, 26, 31
  - division of household work, 13
  - organisations, organisation cultures and wider sets of institutions, 22
  - promotion patterns and practices, 22
  - research cultures, 22
- Gendering
  - definition, 97, 101
  - innovations, 14, 170
- Geography, 97
- Ghiasi, Gita, 19, 31
- Gig economy
  - as form of economic activity, 85
  - as professional work, 74, 141, 177
- Gigle, 146
- Girls in ICT day, 114, 118
- Girls in tech initiative, the, 113
- Girls-in-technology, 114
- Girls who code, 108
- GlaxoSmithKline plc (GSK), 29
- Global corporations, 53, 117, 153
- Global economic competition, 51
- Globalisation
  - diversity of, 54
  - 1.0, 53
  - 2.0, 53
  - 3.0, 53, 58
  - X.0, 58
- Google, 36, 47, 49, 62, 69, 73, 110, 118, 176
  - app store, 47, 73
- Grand narrative, 18
- Granovetter, 64
- Grinevitch, 2
- Gutierrez, B., 103
- H**
- Handicraft design, 79
- Healthcare
  - gender analysis in, 148
  - services, 149
- Hello Ruby, 109, 110
- History of innovation, 18, 20, 169
- Hitman: agent, 103
- Household
  - appliance, 11, 12, 13
  - gendered division of household work, 13
  - logic, 13, 14
- Hub, 58, 71, 172
- Human capital, 3, 23, 69, 85, 151, 161
- I**
- IBM PC, 98
- ICT
  - sector, 118
  - women in ICT, 118
- Idea, 5, 18, 21, 22, 37, 52–54, 60, 62, 66, 70, 75, 78, 81, 85, 99, 109–110, 115–117, 123, 125, 135–138, 146, 147, 153, 160–162, 176, 178, 181
  - scalability of ideas, 9
- Identity
  - occupational, 162
  - work, 162
- Immaterial
  - effects, 84
  - service, 1, 5, 49
- India, 50, 52, 54, 61, 118
- Industry
  - changes in industrial structures, 51
  - industrial production, 14, 15, 16, 47, 71, 173

- Information communication
    - technology
    - innovations in, 174
  - Ingress, 105
  - Innovation
    - Adoption, 174
    - branding of, 4
    - climate, 5
    - contemporary system, 20
    - culture, 9
    - dynamics of creative and innovative
      - jobs, the, 59
    - as economic drivers, 47
    - ecosystem, 3, 9, 24, 178
    - entrepreneurship, 54, 108
    - and gender, 1, 6, 180
    - gendered nature of, 2
    - history of, 18, 20, 169
    - incremental process of, 2
    - interconnected innovations, 1
    - policy, 2, 32, 56, 62, 72
    - process, 3, 4, 6, 36, 38, 170, 180, 182
    - revolutionary, 10
    - social, 6, 34, 56, 67, 68, 110–113, 170, 174, 175, 180–182
    - society, 3
    - technological, 1, 14, 20, 35, 48, 53, 63, 67, 120, 147–154, 173, 179, 180
    - women innovators, 20, 28, 29, 179, 180; women Innovators [prize] winner, 28
    - women's, 179
    - workability of, 33
  - Instagram
    - as new economy, 80
    - as platform economy, 81, 82
  - International patent classification (IPC), 27
    - IPC codes, 27
  - Internet of things, the, 120, 122, 159
    - Industrial IoT, 122
  - Invention
    - gender and, 174
    - women's, 1
  - Inventor, 4–6, 11, 20–21, 23–24, 27, 35, 66, 70
    - entrepreneur, 20
  - iPhone, 4, 120
  - Israel, 61, 102
- J**
- Jobs, Steve, 115
  - Jung, Taehyun, 5, 6, 21, 24
- K**
- Kenney, Martin, 50, 74, 75, 76, 136
  - King, James, 11
  - Knowledge
    - burden of, 5, 6
    - creation of, 172
    - global, 77
    - interdependence of, 58
    - service clusters, 51
  - Kodak
    - girl, 81–82
    - as old economy, 80
- L**
- Labour
    - entrepreneurial, 138
    - future, 75, 162
    - markets, 11, 24, 34, 47, 51, 64, 73, 74–75, 85, 119, 139, 151, 152, 161–162
    - national, 51, 151
    - venture, 140, 161, 162
  - Lady geek, 112–113

Lara Croft: Tomb Raider, 103  
 Leaky pipeline, 2, 19, 22–23,  
 26, 69  
 Let the Girls Learn, 118  
 Lingering effects, 70  
 Little miss geek, the, 112–113, 115  
 Liukas, Linda, 109–113  
 Local living experience, 77  
 Lovelace, Ada, 109, 111–112, 113

## M

Machine  
 cylinder, 11  
 metaphor, 9  
 washing, 10–15, 121, 173  
 Made with Code Initiative, 118  
 Maiju Gebhard, 16  
 Market  
 consumer, 12, 82, 127, 142  
 global, 68, 77, 79, 80, 122, 127,  
 142, 158  
 labour, 11, 24, 34, 47, 51, 64, 73,  
 74–75, 85, 119, 139, 151–152,  
 161–162  
 logic, 13, 14  
 Marketing, 4, 82, 104, 141,  
 142, 176  
 Mary Anderson, 18  
 Masculine  
 ‘do masculinity’, 68  
 Hegemonic masculinity, 23  
 hyper-masculinity, 108  
 masculinity, 15, 23, 31, 68, 100,  
 102, 107, 115, 175  
 Mathilda Effect, 33  
 Matthew Effect, 33  
 Max Payne, 103  
 Maytag, 13, 14  
 McAfee, Andrew, 83  
 Mechanism  
 funding, 34, 72

reward, 10  
 support, 32  
 Media  
 computer, 107  
 landscape, 100  
 social, 49, 82, 113  
 Mentoring, 32, 117  
 programme, 32  
 Merton, R. K., 33  
 Migrant, 70, 139, 151, 152, 154, 175  
 migration, 150–152, 161  
 Millennium Technology Prize, 35, 36  
 Minkoff, Rebecca, 125  
 Minority groups, 3, 119  
 MIT area, 61  
 Mixed-methods design, 99  
 Mobile phone, 1, 4, 10, 105, 126  
 Mobility, 22, 150–152  
 Moghadam, 65  
 Mortal Combat, 103  
 Mozilla Firefox, 110  
 Multiplying effect, 70

## N

Nählinder, J., 19, 24  
 Narrative, 18, 109, 115  
 New forms of work, 52, 54, 73, 75,  
 122  
 Nikki Kaufman, 125  
 Normal (company), 126

## O

Old forms of work, 76  
 Opportunity, 29, 33, 65, 78, 79, 104  
 business, 51, 57, 77  
 Organic urban vibrancy, 77  
 Organisation  
 cultures, 22  
 gendered, 22

- Organisation (*cont.*)  
   non-profit, 108, 118  
   political and social, 178  
   profit, 116  
 Organizing, 73, 117, 122  
 Outreach, 32  
 Outsourcing, 50, 52, 53
- P**
- Parsons, Kathryn, 114  
 Patent  
   co-patent, 32  
   International patent classification (IPC), 27  
   patenting; female activities, 26;  
     patterns, 21, 24  
   patent litigation, 20  
   smartphone patent wars, 20  
   women's patents, 26–28, 32  
 PC, 49  
   IBM PC, 98  
 Personal choices, 30  
 Pinterest, 82  
 PISA Study, 101  
 Platform economy  
   business models, 58, 74, 76, 83,  
     140–141, 146, 176  
   as form of economic activity, 47–86  
   as professional work, 138  
 Platforms  
   digital, 47, 52, 54, 73, 75, 79, 80, 85,  
     97, 107, 121, 140, 172, 174  
   economy, 4, 47–86, 103, 127,  
     174, 176  
   informative, 141, 177  
   mobile, 138  
   technological, 75, 120, 143, 147,  
     149, 177  
   *See also* Gig economy; Sharing  
     economy
- Pokémon Go, 105, 106, 122–123  
   PokéStops, 124  
 Polarization of the work force, 51, 75  
 Policy  
   analysis, 32  
   education, 6, 32  
 Popular Culture, 103  
 Poutanen, Seppo, 2, 23, 31, 32, 37,  
   38, 55, 66, 72, 85, 107–108,  
   136, 153, 172  
 Power, M., 58  
 Practice-perspective, 57  
 Prince of Persia, 103  
 Printer  
   Ink-jet, 49  
   laser, 49  
   3D, 125–126  
 Product, 1–6, 11–14, 47, 55,  
   67, 71, 73, 81, 83,  
   121–122, 126, 144–145,  
   176, 181  
 Productivity  
   paradox, the, 57  
   total factor, 83  
 Programming, 109–112, 114–116,  
   118  
 Prototype, 11, 18
- Q**
- Qualifications, 52, 54, 64, 71, 75, 84,  
   117, 139, 141, 152  
 Quirky, 125
- R**
- Race, 97, 102  
 Radical innovation, *see* Innovation  
 Rails girls, 110–112  
 Ranga, Marina, 32–34



- Reality  
 augmented reality (AR), 105–107,  
 122, 125, 159  
 mixed reality (MR), 105, 106  
 mobile augmented reality, 105
- Refrigerator  
 internet, 121  
 smart, 121
- Region, 58–60, 62,  
 63, 142
- Research  
 career, 22, 24, 30  
 gendered cultures, 22  
 landscape, 51, 72
- Research & Development (R & D), 3,  
 34, 54, 55, 57, 60, 170  
 R&D and gender, 7  
 R&D Ecosystems, 3
- Reshma Saujani, 108
- Resource, 3, 23, 30, 33, 66,  
 72, 78, 83, 115, 145,  
 161, 181  
 ‘untapped resource’, 30, 115
- Ridgeway, 65
- Robotization, 54, 75,  
 108, 113
- Rouvinen, Petri, 75
- Rovio, 123
- Rubery, Jill, 73, 76
- Ruby Rails, 110
- S**
- Saarinen, Karri, 110
- Satoshi Tajiri, 106
- Saxenian, AnnaLee, 71
- Scalable  
 business, 62  
 scalability of ideas, 9
- Schiebinger, L., 2, 19, 22–23, 38,  
 65, 148
- Schmidt, B., 25, 65
- Scholastic performance, 101
- Science  
 policy, 30  
 prize, 37  
 women in science award, 37
- Segregation  
 educational, 24, 31  
 education patterns, 25
- Sennett, Richard, 48, 54, 70,  
 75, 76, 136, 161,  
 162, 173
- Seppälä, Timo, 73, 74
- Service, personal, 148, 150
- Sexuality, 100, 102
- Shanghai, 71
- Sharing economy  
 business models of, 77, 80, 83  
 as form of, 176  
*See also* Gig economy; Platform  
 economy
- SHE figures, 30
- Shopping, 120, 125, 155
- Siemens, von, 84
- Silicon Valley (Bay Area), 61, 62
- Skills  
 ICT, 115  
 language, 152  
 mathematical, 125  
 occupational, 162, 174  
 professional, 74, 141, 177  
 technical, 110, 112
- Small-scale production, 70
- Smart home appliance, 120
- Smith-Doerr, L., 2, 3, 25, 27, 30
- Snapchat, 82
- Social  
 Entrepreneurship, 176  
 innovation, 6, 34, 56, 67, 68, 110,  
 111, 113, 170, 174, 175,  
 180, 182  
 network, 23, 61, 98, 99, 102, 115,  
 123, 161

- Software, 49, 54, 68, 69, 112, 141, 146, 153, 177  
 software engineering, 68
- Solow, Robert, 57
- Soviet Union, 15
- Stakeholder, 9, 28, 180
- STAM, 6
- Start-ups, 2, 49, 50, 55, 58–61, 72, 98, 114, 125, 126, 146, 161, 170, 172, 176, 177
- STEM  
 education, 22, 138, 170, 175  
 fields, 6, 22, 27, 64, 66, 109, 113, 118, 175, 179
- Sugimoto, C. R., 25–27, 30, 33
- Super Mario Bros, 103
- Support, 32, 36, 58, 63, 66, 72, 118, 151, 155, 160  
 mechanism, 32
- Sweden  
 Northern Sweden, 76  
 Swedish Medical Research Council, 33
- T**
- TaskRabbit, 47, 76, 140
- Technical, 1, 13, 23, 52, 56, 60, 63–65, 82–83, 100, 104, 108, 110–112, 120–121, 147, 157, 159  
 background, 23
- Technology  
 bubble, 47  
 development, 4, 12, 14, 47–49, 51, 52, 58, 66, 74, 126, 146, 149, 174, 176  
 drivers and changes in industrial structures, 51  
 impact, 27  
 innovations, 1, 14, 21, 35, 48, 53, 63, 66, 120–121, 147–157, 173, 178, 179  
 university transfer, 9  
 wearable, 113, 125–126, 155, 157, 159–160, 181
- Telemedicine  
 algorithms, 157  
 connected, 158  
 remote diagnostics, 158
- Thompson Reuters, 19
- Thor  
 gendering, 12  
 washing machine, 12, 13
- Time, 103
- Torvalds, Linus, 35
- Transformation of skills, 51, 75
- Transnationalism, 152, 161
- Turkle, Sherry, 107
- Twitter, 49
- U**
- Uber, 47, 52, 73, 76–78, 140, 177
- Underperformance, 26
- Underrepresentation, 2, 25, 27, 30
- Unemployment  
 cyclical, 84  
 frictional, 84  
 higher levels of, 51, 75  
 structural, 84
- Unesco, 119
- University  
 careers, 66  
 cultures, 26  
 education, 22  
 technology transfer, 9, 28
- Upwork, 47, 73, 78
- U.S. Bureau of Labor, 119
- User  
 -experience, 5  
 -friendliness, 5

**V**

Vacuum cleaner, 13  
 electric, 13  
 Vallas, Steven, 54, 75, 76, 139  
 Value capture, 74  
 Value creation, 4, 28, 50, 52, 54,  
 69, 73  
 product, 4  
 Venture capital  
 gender and, 62  
 sector, the, 60  
 Venture labor, 161  
 Vine, 82  
 Vlogging, 141, 177

**W**

Wages, 54, 147, 153  
 Wajcman, Judy, 162  
 Washing machine, 10–15,  
 121–122, 173  
 Wellbeing, 72, 148–150, 159  
 Western, 21, 52, 53, 55, 69,  
 148–150  
 Whittington, K. B., 4, 23, 25,  
 27, 30  
 Wikipedia, 49  
 Women  
 educated, 175  
 in engineering, 31  
 European, 29  
 innovation, 178

innovator, 20, 29, 179, 180;  
 Women Innovators [prize]  
 winner, 29  
 invention, 1  
 patents, 27, 33  
 professional, 113  
 in science award, 37  
 Start-up Lab, 114, 116

**Work**

care, 147–148, 147–154, 160, 174  
 creative, 1, 6, 7, 135–162, 172,  
 172, 177  
 gendered, 22, 48, 51, 54, 149, 152,  
 173  
 household, 11–16, 56  
 innovation, 33, 57, 66  
 knowledge, 63–65, 124  
 media, 140  
 skilled, 68, 138, 177  
 voluntary, 116  
 Workability of innovations, 33  
 Work-family conflict, 34  
 Workplace, 27, 31, 32, 66, 70, 135,  
 140, 161, 171, 176

**Z**

Zipcar, 78  
 car sharing, 78  
 Zuckerberg, Mark, 36, 113, 115  
 Zysman, John, 48, 50, 54, 74, 75, 76