 

**23rd Innovation and Product Development Management Conference**

University of Strathclyde, Glasgow
June 12-14, 2016

**Program**

|  |
| --- |
| **Sunday June 12, 2016** |
| 17.00-19.30 | **Welcome Reception and registration** Technology & Innovation Centre, University of Strathclyde, 99 George Street, Glasgow, G1 1RD |
| **Monday, June 13, 2016** |
| **Conference day 1** |
| 08:00-08:45 | **Registration** Technology & Innovation Centre, University of Strathclyde, 99 George Street, Glasgow, G1 1RD |
| 08:45-09:15 | **Opening & Welcome** Chairman of the Organizing Committee: Prof. Dr. Christer Karlsson (10min)Local Host and Conference Chairpersons: Prof Susan Hart and Dr.Nuran AcurTechnology & Innovation Centre, University of Strathclyde, 99 George Street, Glasgow, G1 1RD , Auditoria B & C |
| 09:15-10:30 | **Keynote addresses – Gilad Tiefenbrun CEO, Linn Products, Glasgow, UK**Auditoria B & C |
| 10:30-11:00 | *Coffee break* |
| 11:00-12:30 | **Parallel sessions** |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 | **Room :** Conference Room 8 |
| **Open Innovation**  | **Innovation Strategies and Leadership** | **Business Model Innovation** | **Service Innovation and New Service Development** | **NPD** | **Networks and Alliances** | **Design** | **Technology and Innovatıon** |
| *Tom Hustad* | *Keith Goffin* | *Abbie Griffin* | *Hans Koller* | *Beverly Wagner* | *Koenraad Debackere* | *Pascal Le Masson* | *Tommaso Buganza* |
| *HOW DO I RULE MY SOLVER’S RELATIONSHIP? AN EMPIRICAL INVESTIGATION OF GOVERNANCE STRUCTURES IN CROWDSOURCING CONTESTS****ERICA MAZZOLA, MARIANGELA PIAZZA, NURAN ACUR, GIOVANNI PERRONE***  | *PASSIVE INNOVATION REJECTION - MYTH OR FACT? EXPLORING OCCURANCE AND DETERMINANTS OF REJECTION BEHAVIOR PRIOR NEW PRODUCT EVALUATION****HEIDENREICH SVEN, PATRICK SPIETH - VERENA JOACHIM - BENEDIKT SCHNELLBÄCHER - JAN MILLEMANN*** | *ARE BUSINESS MODELS INNOVATED FROM EXOGENOUS FACTORS OR FROM INTERNAL SENSE-MAKING?****CLAUS VARNES, ADELA MICHEA*** | *SERVICE ORIENTATION AND INNOVATION IN THE STRATEGIES OF MANUFACTURING SMES****MIIA MARTINSUO, VILLE VÄLIAHO*** | *CONCEPT CARS AS A DESIGN-LED**FUTURES TECHNIQUE****RICARDO MEJIA, ERIK JAN HULTINK, GERT PASMAN******PIETER JAN STAPPERS*** | *THE INFLUENCE OF NETWORK CHARACTERISTICS ON COSTS IN PHARMACEUTICAL NEW PRODUCT DEVELOPMENT****SCHULTZ CARSTENERIKA BUONANSEGNA******SØREN SALOMO******TOM STARGARDT*** | *INDUSTRIAL CHALLENGES IN PATENT MANAGEMENT FOR DESIGN INNOVATION****ANNAMALAI GOKULA VASANTHA VIJAYKUMAR, ANDREW WODEHOUSE - JONATHAN CORNEY ROSS MACLACHLAN*** | *AVOIDING LATE ADOPTION: THE CASE OF A MOBILE APPLICATION****JAHANMIR SARA F., GRACA MIRANDA SILVA - JÉRÉMY KÜPER - LUIS FILIPE LAGES*** |
| *THE PERFORMANCE IMPLICATIONS OF CONTRACTUAL DESIGN: TOWARD A CONFIGURATIONAL PERSPECTIVE****RWIN HOFMAN, DRIES FAEMS******STEPHANIE SCHLEIMER*** |  | *BUSINESS MODEL INNOVATION: FOUR APPROACHES, ONE GOAL,* ***LAURA HERBST, MONIKA C. SCHUHMACHER******SABINE KUESTER*** | *INCREMENTAL SERVICE INNOVATIONS IN A MANUFACTURING FIRM’S DELIVERY CHAIN****NENONEN SANNAEIJA VAITTINEN******MIIA MARTINSUO*** | *DECONSTRUCTING DESIGN COMPETITIVENESS:* *TOWARDS A PORTFOLIO OF ORGANISATIONAL CAPABILITIES, INTERACTIVE PRACTICES, AND INDIVIDUAL ABILITIES****GERDA GEMSER, INGO KARPEN******GIULIA CALABRETTA*** | *A LEARNING PROCESS FOR NPD IN BUSINESS NETWORKS****SUSAN HART REBECCA LIU*** | *AN ANTHROPOCENTRIC BASED FRAMEWORK TO MANAGE THE EARLY-PHASE OF MEDICAL DEVICES DESIGN AND DEVELOPMENT,****CARLOS LOPES RIBEIRO, CAROLINA MILHEIRO DA COSTA, SONIA DA SILVA VIEIRA, ANTÓNIO AUGUSTO FERNANDES*** | *HOW INFORMATION TECHNOLOGY SUPPORTS BUILDING NEW PRODUCT DEVELOPMENT CAPABILITIES – A DYNAMIC CAPABILITIES PERSPECTIVE****MAUERHOEFER TIMO, STEFFEN STRESE*** |
| *HOW TO CONTROL OPENNESS IN FIRM AND COMMUNITY COLLABORATION? INNOVATING THROUGH PARADOX****DRAGSDAHL LAURITZEN GHITA, MARIA KARAFYLLIA*** | *MANAGING COOPETITIVE R&D PROJECTS IN COMPLEX PRODUCT SYSTEMS DEVELOPMENT – A CASE STUDY OF AN EUROPEAN R&D CONSORTIUM****ADALBERTO FRANCA, NICOLETTE LAKEMOND******GUNNAR HOLMBERG*** | *WHAT DRIVES BUSINESS MODEL EVALUATION IN R&D GROUPS?* *THE ROLE OF STRATEGIC ENCOURAGEMENT, GROUP CREATIVITY, AND CUSTOMER ORIENTATION****ALEXANDER KOCK, CHRISTIAN BACCARELLA, STEFAN SCHRAUDER, KAI-INGO VOIGT*** | *AN ANALYSIS OF CUSTOMER-SUPPLIER INTEGRATION FOR SERVITIZATION STRATEGIES****FRANK ALEJANDRO GERMÁN,CAROLLINE AMARAL PASLAUSKIJOSÉ LUIS DUARTE RIBEIRO; NESTOR AYALA*** | *“SOME OF OUR MOST VALUABLE PRODUCTS HAVE NEVER BEEN LAUNCHED” - EXPLORING THE INNOVATIVE VALUE OF DESIGN PRODUCTS FOR MEANING-MAKING IN PRODUCT DEVELOPMENT****KRISTIANE LINDLAND*** | *SPEED BUMPS ON THE ROAD FROM BIOTECH LABS TO MARKET: AN INVESTIGATION OF BIOTECHNOLOGY NETWORKS IN AUSTRALIA****AVNI MISRA, MARION STEEL, MIKE REID*** | *TRANSARENT AND SUSTAINABLE INNOVATION AS COMPETITIVE ADVANTAGE FACTORS IN THE DANISH DESIGN AND FASHIAN INDUSTRY****EVA PARUM*** | *PROJECT CHAMPION’S NEW ROLE IN THE DIGITAL AGE: EVIDENCE FROM THE CROSS-CULTURAL STUDY BETWEEN THE U.S., KOREA AND JAPAN****KAWAKAMI TOMOKO, - HYUNJUNG LEE  SEIICHI FUJII*** |
| 12:30-13:30 | *Lunch* |
| Monday13:30-15:00 | Parallel sessions |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 | **Room :** Conference Room 8 |
| **Open Innovation** | **Innovation Strategies and Leadership** | **Co-Creation in Innovation** | **Service Innovation and New Service Development** | **NPD and ICT** | **Networks and Alliances** | **Design** | **Innovation Management in Start-ups and SMEs** |
| *Paul Coughlan* | *Abbie Griffin* | *John Christiansen* | *Ann Ledwith* | *Keith Goffin* | *Carsten Schultz* | *Christer Karlsson* | *Susan Hart* |
| *WORKING WITH THE CROWD IN BUSINESS MODEL INNOVATION - AN SME APPROACH,****ROBERT ANDERSON, NURAN ACUR******JONATHAN CORNEY*** | [*ATTENTION TO INNOVATION IN ESTABLISHED FAMILY FIRMS: THE MODERATING ROLE OF SUCCESSORS’ FUTURE TEMPORAL FOCUS*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34320&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)*,* ***JANA HAUCK, URSULA KONERS, REINHARD PRUEG****L* | *CO-CREATION REVISITED - WHEN CO-CREATION DOES NOT BENEFIT COMPANIES’ PERCEIVED INNOVATION ABILITY****MAXIMILIAN LUDE, MARCO HUBERT - MARC LINZMAJER*** | *NEW SERVICE DEVELOPMENT BASED ON PRODUCT FAMILY CONCEPTS****SCHMIDT MALIIN, MARTIN SKÖLD*** | *DEALING WITH DIGITAL DATA: CROSSING THE ANALOGUE BOUNDARY IN MARKET RESEARCH AND NEW PRODUCT DEVELOPMENT****WILLIAM GREEN, ROBERT CLULEY- MARTA GASPARIN*** | *DO ALL ROADS LEAD TO ROME? – A META-ANALYSIS ON COLLABORATION WITH EXTERNAL PARTNERS IN NEW PRODUCT DEVELOPMENT****DEKER JOHANNES S., MONIKA C. SCHUHMACHER*** | *THE ANATOMY OF DESIGN-INTENSIVE START-UPS****CAUTELA CABIRIO, MICHELE SIMONI -SARA COLOMBO*** | *WHY CORPORATES INVEST IN THE SAME START-UP?: AN EXPLORATIVE ANALYSIS OF CVC SYNDICATIONS CASE STUDIES****ERICA MAZZOLA, MARIANGELA PIAZZA GIOVANNI PERRONE*** |
| *DYNAMICS BETWEEN NUMBER OF SOLVERS AND HIGH QUALITY SOLUTIONS IN OPEN INNOVATION CONTESTS****FENG HUTAMMO BIJMOLT EELKO HUIZINGH*** | *OVERCOMING INNOVATION INERTIA IN PRODUCTION PROCESSES – MANAGING THE INTRODUCTION PROCESS****ANNA KARLSSON, LISA LARSSON*** | *THE STRATEGIC COUPLING OF INTELLECTUAL PROPERTY MANAGEMENT AND CO-CREATION STRATEGIES****ANJA TEKIC,- KELVIN WILLOUGHBY*** | *THE LAST BORDER FOR SERVITIZATION****GERMÁN FRANK ALEJANDRO,- NÉSTOR FABIÁN AYALA - GUILHERME TORTORELLA CAROLLINE PASLAUSKI*** | *THE INFLUENCE OF INFORMATION TECHNOLOGY USAGE ON NEW PRODUCT DEVELOPMENT PERFORMANCE****TIMO MAUERHOEFER, STEFFEN STRESE******MALTE BRETTEL*** | *MANAGING COMPLEX INNOVATION PROJECTS: AN INTERORGANIZATIONAL CAPABILITIES PERSPECTIVE****KEMETER KATARINA, ALLARD VAN RIEL*** | *‘INNOVATION SANS FRONTIERES’. A STUDY OF THE IMPACT OF FAST-FASHION PRODUCT DESIGN ACROSS INTERNATIONAL SUPPLY CHAINS****NIHAN OZKAN, WILLIAM GREEN MIKE SAREN*** | *INCUMBENTS AS COLLECTIVE ENTREPRENEURS: A MISSING LINK TO UNDERSTAND THE BENEFIT OF COMPLEMENTARY ASSETS****AKE FREIJMARTIN SKÖLD*** |
| *EXPLORING THE INVOLVEMENT OF HIGHLY**QUALIFIED EXTERNAL EMPLOYEES IN INNOVATION****ABU-EL-ELLA NAGWAN, JOHN BESSANT******ANDREAS PINKWART*** | *DETERMINANTS OF TOP MANAGEMENT SUPPORT FOR THE INTRODUCTION OF PROCESS INNOVATIONS****JAN STERNKOPFCARSTEN SCHULTZ*** | *EXPLORING VISUAL THINKING AS A TOOL FOR INCREASED COLLABORATION AND CO-CREATION IN HEAVY ENGINEERING ENVIRONMENTS – A CASE STUDY****DAVID GRANT ALEXANDER, NUSA FAIN*** | TOWARDS A COMPREHENSIVE DESCRIPTION TOOL TO DESIGN SERVICES**NICOLAY ALEXIS, SYLVAIN LENFLE** | *THE IMPACT OF PERCEIVED DISEMPOWERMENT ON THE INTENTION TO ADOPT SMART PRODUCTS****FIONA SCHWEITZER*** | *MANAGING AN INNOVATION PORTFOLIO IN A SECTORAL NETWORK****CLIVE SAVORY, MAREK SZWEJCZEWSKI*** | *RESOURCE MANAGEMENT PROCESSES OF EXTERNAL KNOWLEDGE RESOURCES: EXTERNAL DESIGNERS IN PRODUCT DEVELOPMENT PROJECTS****GIADA BALDESSARELLI*** | *THE EFFECTS OF ENTREPRENEUR EFFECTUATION ON VENTURE ENTREPRENEURIAL ORIENTATION AND VENTURE PERFORMANCE****JIA FAN*** |
| 15:00-15:30 | *Coffee break* |
| Monday15:30-17:00 | **Parallel sessions** |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 | **Room :** Conference Room 8 |
| **Open Innovation**  | ***Innovation Strategies and Leadership*** | ***Innovation Management*** | ***Service Innovation and New Service Development*** | **Creativity** | **Networks and Alliances** | **Managing Knowledge in Product Development** | **Innovation and NPD in Family Firms** |
| *Albert David* | *Keith Goffin*  | *Tom Hustad* | *Tommaso Buganza* | *Carsten Schultz* | *Giovanni Perrone* | *Beverly Wagner* | *Hans Koller* |
| *FORESIGHT BY ONLINE COMMUNITIES – THE CASE OF RENEWABLE ENERGIES,* ***MICHAEL ANDREAS ZENG*** | *THE INFLUENCE OF ABSORPTIVE CAPACITY ON MARKET-DRIVING INNOVATION PERFORMANCE****ONNIDA THONGPRAVATI, MIKE REID*** | *ANALYSIS OF THE ROLE OF INDUSTRY ASSOCIATIONS AS STRATEGIC INNOVATION INTERMEDIARIES: AN EMPIRICAL STUDY IN NAVARRA-SPAIN****ANDRES MEJIA-VILLA, JOSÉ ALFARO,MÓNICA RECALDE******MARÍA I. RODRÍGUEZ-FERRADAS*** |  | *MANAGING EMOTIONS IN THE CREATIVE PROCESS: A MIXED-METHOD STUDY OF THE STIMULUS-RESPONSE-RESPONSE THEORY OF COPING.****MARINE AGOGUE, KEVIN JOHNSON MARIE-ODILE DUCHESNEAU- LISON BOUHOURS*** | *A STUDY OF THE INFLUENCE OF NETWORK STRUCTURAL EMBEDDEDNESS ON ORGANIZATION INNOVATIVENESS****KHALID ALKUAIKNURAN ACUR*** ***KEPA MENDIBIL*** | *VIRTUAL TEAMING CONSIDERATIONS FOR NEW PRODUCT DEVELOPMENT PROJECTS****ANN LEDWITH, REGINA MCNALLY,******KEN KAHN,******PADHRAIC LUDDEN*** | [*IS THERE ANY LEARNING-BY-EXPORTING EFFECT ON FAMILY FIRM PRODUCT INNOVATION? A LONGITUDINAL STUDY*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34272&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)*,* ***GREGORIO SÁMCHEZ-MARÍN, MARIA PEMARTÍN, JOAQUÍN MONREAL-PÉREZ, ALFREDO DE MASSIS,FRATTINI FEDERICO*** |
| *OPEN INNOVATION IN HIGH VALUE MANUFACTURING,****MARISA SMITHAYLIN ATES STEVE PATONHARRY SMIN*** | *WHAT ACTIONS DO CEOS TAKE TO DRIVE INNOVATION? AN EXPLORATORY STUDY IN LIFE SCIENCE R&D FIRMS****KEITH GOFFIN JAN ROSIER*** | *THE INNOVATION INTERMEDIARY: A REVIEW AND THE WIDENING ROLES****SISKA NOVIARISTANTI, NURAN ACUR******KEPA MENDIBIL*** | *MANAGING NSD MULTIFUNCTIONAL TEAMS: AN INTERNAL MARKET ORIENTATION PERSPECTIVE****GOUNARIS SPIROS, ACHILLEAS BOUKIS******KALLIOPI CHATZIPANAGIOTOU******GEORGE CHRYSOCHOIDIS*** | *INNOVATION CAMP: STUDENTS CREATIVE LEARNING OUTPUT AND THE CREATIVE OUTCOME FOR A COMPANY****LISBETH BRØDE JEPSEN, TINA LUNDØ TRANEKJER*** | *THE RELATIONAL COMPLEXITIES OF OPEN INNOVATION NETWORKS: MAPPING THE SOCIAL CAPITAL WITHIN UNIVERSITY AND BUSINESS RESEARCH COLLABORATIONS****STEPHANIE SCOTT, MAT HUGHES - PAUL HUGHES******PAUL BURROWS*** | *WINNING (OR LOSING) IN GLOBAL PRODUCT INNOVATION****EVY SAKELLARIOU, KALIPSO KARANTINOU******MARGARET HOGG*** | *I*[*NNOVATIVE CAPABILITY, BUSINESS EVOLUTION, AND FAMILY CONTROL: PARADOXICAL EVIDENCE FROM CHINESE FAMILY BUSINESSES*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34295&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)*,* ***YONG WANG  AHMAD BELTAGUI*** |
| *RESETTING INNOVATION CAPABILITIES: THE EMERGENCE OF CORPORATE FAB LABS****MATTHEW FULLER, ALBERT DAVID*** | *LOW-END INNOVATION CAPABILITIES – A SYSTEMATIC REVIEW AND MULTIPLE CASE STUDY ANALYSIS****RONNY REINHARDT, ABBIE GRIFFIN******SEBASTIAN GURTNER*** | *RESOLVING THE PARADOX OF LEAN THINKING AND AMBIDEXTERITY: MODERATING FACTORS THAT REINFORCE OR INHIBIT INNOVATION IN LEAN SMES.****SANDOR LOWIK*** | *MAKING SENSE OF FAILURE AS A DETERMINANT OF SUCCESS: A CASE STUDY OF CREST, THE BANK OF ENGLAND’S RADICAL FINANCIAL SERVICE TECHNOLOGY****MARTA GASPARIN, WILLIAM GREEN*** ***CHRISTOPHE SCHINCKUS*** | *EFFECTIVENESS OF INNOVATION VOUCHER PROGRAMMES: THE IMPACT OF CREATIVE VOUCHERS IN EUROPE* ***MICHELE COLETTI, PAOLO LANDONI*** | *STRATEGIES TO EXPAND THE SCOPE OF YOUR INNOVATION ENGINE****MARION TUCKER, SEBASTIAN K. FIXSON*** | *CONCURRENT PLAN-DRIVEN VERSUS SEQUENTIAL AGILE DEVELOPMENT:**KEEPING UP APPEARANCES IN EMBEDDED SYSTEMS DEVELOPMENT****KIM VAN OORSCHOT, BOB WALRAVE - SHARON DOLMANS - STEFAN VAN HELLEMOND*** | *WHEN THE IMAGE GETS WRINKLES – THE PERCEIVED INNOVATION ABILITY OF FAMILY FIRMS****SUSANNE BECK, MAXIMILIAN LUDE REINHARD PRÜGL*** |
| 19:00-22.00 | **Conference dinner****Scottish Entertainment****Barony Hall, 16 Rottenrow East, High Street(University of Strathclyde), Glasgow** |
|  |
| **Tuesday June 14, 2016** |
| **Conference day 2**  |
| 09:00-10.30 | **Scottish Enterprise – Collaborative Open Innovation in Scotland****Moderator:** Prof. Susan Hart**Speakers:** University of Strathclyde, Dr. Beverly**,** Scottish Enterprise, Jillian Moffat Royal Bank of Scotland, NHS, Scottish Power, Glasgow City CouncilAuditoria B & C |
| 10.30 -11.00 | *Coffee break* |
| Tuesday11.00-12.00 | Parallel sessions |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room : C**onference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 |  |
| **Open Innovation**  | **Innovation Strategies and Leadership** | **New Trends in Innovation** | **Fuzzy Front End Innovation** | **Technology and Innovatıon** | **Networks and Alliances** | ***Service Innovation and New Service Development*** |  |
| *Nuran Acur* | *Albert David* | *Hans Koller* | *Pascal Le Masson* | *Tomoko**Kawakami* | *Tony di Benedetto* | *Eric Jan Hultink* |  |
| USER INVOLVEMENT IN DISRUPTIVE INNOVATION – A STUDY ON USERS OF A LIGHT ELECTRIC VEHICLE SHARING SYSTEM, **SOPJANI LIRIDONA, JENNY JANHAGER STIER SOFIA RITZÉN**  | TELLING TALES: METAPHORS, STORIES AND EUREKA MOMENTS IN NPD**EVY SAKELLARIOU, KALIPSO KARANTINOU****KEITH GOFFIN** | *3D PRINTING - PROMISE & POTENTIAL IN UK MANUFACTURING****RIEDEL JOHANN, SILVIA GIANCATERINO******AHMAD BELTAGUI*** | *EXPLORING EFFECTUATION ORIENTATION FOR CO-CREATION IN THE FUZZY FRONT END,****GUIHAN KO, HELEN PERKS******DEBORAH ROBERTS*** | *COMBINATORIAL MODULARITY OR COMPONENT SWAPPING? EMPIRICAL EVIDENCE ON ORGANIZATIONAL AND ECONOMIC IMPACTS* ***NIKLAS FRIEDERICHSEN STEFFEN STRESEMALTE BRETTEL*** | *INCUMBENT RESPONSE TO DISRUPTIVE INNOVATION* ***KENT THORÉN, MATTI KAULIOS*** |  |  |
| WHEN INNOVATION STUMBLES: LIMITS TO OPEN INNOVATION?,**FIXSON SEBASTIAN, TUCKER J. MARION** | *MANAGING INNOVATION CONTESTS FOR BUSINESS MODEL INNOVATION****AAGAARD ANNABETH, PETER LINDGREN*** | *TRAJECTORIES FOR INNOVATION IN THE 3D PRINTING ECOSYSTEM: THE ROLE OF DESIGN CAPABILITIES****AHMAD BELTAGUI, MARINA CANDI, AINURUL ROSLI*** | *UNCERTAINTY AND AMBIGUITY IN THE FUZZY-FRONT-END****CHRISTIANSEN JOHN K., MARTA GASPARIN*** | *HOW INFORMATION TECHNOLOGY IMPACTS PRODUCT AND PROCESS MODULARITY,* ***TIMO MAUERHOEFER, TEFFEN STRESE, MALTE BRETTEL*** | *COOPETITION INFLUENCE ON INNOVATION PERFORMANCE****SUNGKYU LEE, TONY C. GARRETT******JONG-HO LEE*** | *MANAGING NSD MULTIFUNCTIONAL TEAMS: AN INTERNAL MARKET ORIENTATION PERSPECTIVE****GOUNARIS SPIROS, ACHILLEAS BOUKIS******KALLIOPI CHATZIPANAGIOTOU******GEORGE CHRYSOCHOIDIS*** |  |
| 12.00-13.00 | *Lunch* |
| Tuesday13:00-14.30 | **Parallel sessions** |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 | **Room :** Conference Room 8 |
| **Crowdsourcing for open innovation** | **Innovation Strategies and Leadership** | **Disruptive innovation** | **Managing "Sustainability" in Innovation and Product Development** | **Managing Knowledge in Product Development** | **Networks and Alliances** | **Innovation Management** |  |
| *Tony di Benedetto* | *Eric Jan Hultink* | *Pascal Le Masson* | *Paul Coughlan* | *Albert David* | *Ludwig Bstieler* | *Petra de Weerd* |  |
| *SABOTAGE IN IDEA COMPETITIONS OF CROWDSOURCING COMMUNITIES,****DOLFUS GUIDORITA FAULLANT*** | *REINVENTION OF PUBLISHERS´ REVENUE MODEL –**EXPECTATIONS OF ADVERTISERS TOWARDS PUBLISHERS´ PRODUCTS****BIANCA DENNSTEDT, HANS KOLLER*** | *INCUMBENT RESPONSE TO DISRUPTIVE INNOVATION****THORÉN KENT, MATTI KAULIO******RENÉ ROHRBECK*** | ECO-DESIGN FOR ENERGY RECOVERY THROUGH HYDROPOWER: ACHIEVING A "DOUBLE LOW-CARBON" OUTCOME IN A CIRCULAR ECONOMY**PAUL COUGHLAN, JOHN GALLAGHER, DAVID STYLES, AONGHUS MCNABOLA** | *DO MANAGERS TRANSLATE COMPETITIVENESS INTO THE SAME DECISION CRITERIA USED FOR PRODUCT DEVELOPMENT?****CLAUS VARNES, JOHN K. CHRISTIANSEN******ARISA SHOLLO*** | *FIRM INNOVATIVENESS AND ECONOMIC PERFORMANCE: THE ROLE OF THE ECONOMIC CRISIS****ROBERT KOK, ALEXANDER KOCK*** | *EXTERNAL CORPORATE HACKATHONSFUELING YOUR INNOVATION ENGINE,* ***LISA MARIA SPÖCK, THOMAS KOHLER*** |  |
|  | *EXPLORING THE BRIEF NARRATIVE IN CROWDSOURCING CONTESTS AS ENABLER OF DISTRIBUTED DESIGN****COCO NUNZIA,ANNA COMACCHIO*** | *AAA FOR EDI: ACKNOWLEDGING, ACCEPTING AND APPRECIATING LOCAL IDENTITY: A STRATEGY FOR FOSTERING EMPLOYEE DRIVEN INNOVATION?****KRISTIANE LINDLAND, MARY GENEVIEVE BILLINGTON*** | *HOW AGING CONSUMERS RESPOND TO DISRUPTIVE INNOVATION:* *AN EMPIRICAL STUDY OF WEARABLE DEVICES****TOMOKO KAWAKAMI, MARK E.PARRY*** | [*THE FOUR ARCHETYPES OF BUSINESS-NGO-COLLABORATIONS IN CREATING SUSTAINABLE INNOVATION*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34293&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)***LISE LODSGÅRD AAGAARD ANNABETH*** | *A CONCEPTUALIZATION OF SOCIAL MEDIA IN NEW PRODUCT DEVELOPMENT: AN EXPLORATORY STUDY AMONGST LARGE-SIZED COMPANIES,****MARISA MUNINGER, WAFA HAMMEDI******DOMINIK MAHR*** | *COMMUNITIES OF PRACTICE - VIBRANT SOURCES OF INNOVATIVE KNOWLEDGE? A CASE STUDY WITHIN THE GERMAN FEDERAL FORCES ARMED,****KREUTZMANN ANDRÉ, HANS KOLLER******FLORIAN ANDRESEN******BENJAMIN SCHULTE*** | *BORN OPEN FIRMS- A PROPOSITION OF A NEW CONCEPT,***FELICIA FAI** |  |
| EQUITY CROWDFUNDING: IMPACT OF INNOVATION DEGREE ON FUNDRAISING CAMPAIGNS,LE PENDEVEN BENJAMIN, (CNAM - NATIONAL SCHOOL OF THE ARTS AND PROFESSIONS - FRANCE) -**BENJAMIN LE PENDEVEN** | [*BACK TO THE FUTURE: PRODUCT VISIONS AND PRODUCT LAUNCHES*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34383&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)***LIANNE SIMONSEERIK JAN HULTINK*** | *DO ADOPTION ANTECEDENTS DIFFER BETWEEN HIGH-COST AND LOW-COST PRODUCT CATEGORIES? TESTING DISRUPTIVE INNOVATION THEORY AND EXPLORING THE ROLE OF EMBEDDEDNESS****REINHARDT RONNY, SEBASTIAN GURTNER*** | A DYNAMIC NATURAL-RESOURCE-BASED FRAMEWORK FOR INNOVATIVE SUSTAINABLE OPERATIONS, **NATALIE MCDOUGALL, BEVERLY WAGNER JILLIAN MACBRYDE**   | *FROM STATIC TO DYNAMIC USE OF KNOWLEDGE TRANSFER OBJECTS AND ITS EFFECT ON INNOVATION PERFORMANCE****SOLMAZ SAJADIRAD, ASTRID HEIDEMANN LASSEN*** ***BRIAN VEJRUM WÆHRENS*** | *BOXING-IN AND BOX-BREAKING OF ATTENTION: A PROCESS MODEL OF INNOVATION MEASUREMENT****ANNA BRATTSTRÖM, JOHAN FRISHAMMAR*** | [*FAMILY GOVERNANCE AND INNOVATION IN DESIGN-INTENSIVE FIRMS: EVIDENCE FROM TWO LONGITUDINAL CASE STUDIES*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34317&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)*,* ***STEFANO MAGISTRETTI, CLAUDIO DELL'ERA, ALFREDO DE MASSIS FEDERICO  FRATTINI*** |  |
| 14.30-15.00 | *Coffee break* |
| Tuesday15:00-16.30 | **Parallel sessions** |
| **Room :** Conference Room 1 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 | **Room :** Conference Room 8 | **Room :** Conference Room 2 | **Room :** Conference Room 3 | **Room :** Conference Room 4 | **Room :** Conference Room 5 | **Room :** Conference Room 6 | **Room :** Conference Room 7 |
| **Open Innovation** | **Organising Product Development** | **Radical In novation** | **Inclusive/ Frugal Innovation** | **Managing Knowledge in Product Development** | **Culture** | **Technology and Innovatıon** |  |
| *Tony di Benedetto* | *Petra de Weerd* | *Tomoko**Kawakami* | *John Christiansen* | *Susan Hart* | *Eric Jan Hultink* | *Paul Coughlan* |  |
| *DRIVING FACTORS OF UNIVERSITY-INDUSTRY COLLABORATION PROJECT PERFORMANCE: A DYADIC QUALITATIVE APPROACH****GRETSCH, OLIVER*** | *IS PLAYING HARD TO GET BENEFICIAL IN THE LONG TERM? THE EFFECT OF SCARCITY ON CONSUMER EVALUATION OF NEW PRODUCTS OVER TIME****PINAR CANKURTARAN, MARIA SAAKSJARVI******ZOE BOS*** | *HOW MUSIC MAJORS SURVIVED RADICAL INNOVATIONS OF MEANING?***DANIEL TRABUCCHI,ELENA PELLIZZONI - TOMMASO BUGANZA ROBERTO VERGANT**I | [*ORGANIZATIONAL ENABLERS OF FRUGAL INNOVATION IN EARLY STAGE FIRMS: INNOVATION PROCESS, COLLABORATION AND LEGITIMACY BUILDING*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34470&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)***ANNIE FRASER, BUNDUCHI RALUCA*** | *THE FUTURE IS ANALOG: MANAGERIAL IMPLICATIONS OF CONSUMERS' EXPERIENCES OF LEGACY TECHNOLOGY****Matthias******MICHAEL B. BEVERLAND******KAREN V. FERNANDEZ*** | *EXAMINING THE RELATIONSHIP BETWEEN ORGANISATIONAL CULTURE AND INNOVATION INTHE IRISH ICT SECTOR****LOUIS BRENNAN, FRAUKE WOLF*** | *TECHNOLOGY CHARACTERISTICS, FIRMS’ DIVERSIFICATION STRATEGIES, AND NEW PRODUCT INTRODUCTION: A MULTILEVEL PERSPECTIVE****LORENZO ARDITO, HOLGER ERNST******ANTONIO MESSENI PETRUZZELLI*** |  |
| *INVESTIGATING KNOWLEDGE TRANSFER AND COMMERCIAL IMPACT IN INDUSTRY-PUBLIC RESEARCH CENTRE COLLABORATIONS****GEOFF GREGSON*** | *THE EFFECT OF CATEGORY LABELS ON CONSUMER EVALUATION OF NEW PRODUCTS****BRAM KUIJKEN, GERDA GEMSER******NACHOEM WIJNBERG*** | *PROJECT CHAMPION, ORGANIZATION CULTURE AND STAGE FLUIDITY IN RADICAL INNOVATIONS: AN EMPIRICAL EVIDENCE FROM JAPAN****TOMOKO KAWAKAMI, SEIICHI FUJII******TOMOYA NAKAMURA******GEUNHEE LEE*** | THE RHYTHM OF INNOVATION AT THE BASE OF THE PYRAMID: DEALING WITH MULTIPLE CONSTRAINTS THROUGH EFFECTUATION AND CAUSATION**KOEPPLIN HELENE, MATTHIAS WEISS****MARTIN HOEGL** | *COMBINATORIAL MODULARITY OR COMPONENT SWAPPING? EMPIRICAL EVIDENCE ON ORGANIZATIONAL AND ECONOMIC IMPACTS****FRIEDERICHSEN NIKLAS, STEFFEN STRESE*** | *ANTECEDENTS AND CONSEQUENCES OF A DESIGN ORIENTATED ORGANIZATIONAL CULTURE****SWAN K SCOTT K. CHARLES NOBLE*** | *TECHNOLOGY STEERING: DRIVING TECHNOLOGY DEVELOPMENT BY ENVISIONING QUIESCENT MEANINGS****STEFANO MAGISTRETTI, CLAUDIO DELL'ERA, ASA OBERG, ROBERTO VERGANTI*** |  |
| *A RESEARCH AGENDA FOR STRATEGIC TECHNOLOGY PARTNERING****IRENE KILUBI,HANS-DIETRICH HAASIS*** | [*THE IMPACT OF TEAM COGNITIVE STYLES ON FINANCIAL, TEMPORAL AND QUALITY PERFORMANCE OF RADICAL AND INCREMENTAL NEW PRODUCT DEVELOPMENT PROJECTS*](http://www.eiasm.org/frontoffice/event_coor_paper_edit.asp?event_id=1164&paper_id=34417&status_id=&any_part=&search_name=&order_by=submission.upload_date%20desc&absolute_page=1&page_size=500)*,* ***MATTHIAS DE VISSER*** |  | *INNOVATION EXTENDED VALUE IDENTIFICATION: A NEW FRAMEWORK FOR PROJECTS EVALUATION****BENJAMIN LE PENDEVEN*** | *FROM SERVICE TO PRODUCT: APP DEVELOPMENT IN MODERN HEALTHCARE PROVISION****FIONA MACIVER, AHMAD BELTAGUI******NICHOLAS DACRE*** | *UNIVERSAL PACKAGE DESIGN FOR CHILDREN? NOT YET. CULTURE ACTUALLY MATTERS****ZHANG DAN*** | *CHOICE BETWEEN ALLIANCE AND ACQUISITION: THE EFFECT OF INTERNAL TECHNOLOGICAL CAPABILITIES AND PATENT STRATEGY: THE CASE OF BIOPHARMACEUTICAL INDUSTRY****GNEKPE DRIGBA CHRISTIAN, RÉGIS COEURDEROY*** |  |
| 16.30-17.00 | **Closing session –Best Paper Award*** **Outlook to 2017 Innovation and Product Development Management Conference**
* **Closing**
 |