 

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

University of Strathclyde, Glasgow  
June 12-14, 2016

**Program**

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| **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 Acur Technology & 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 CARSTEN ERIKA 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 SANNA EIJA 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 PASLAUSKI JOSÉ 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* | | | | | | | | | | | | | | | | | |
| Monday  13:30-15:00 | 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 HU TAMMO 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 FREIJ MARTIN 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 STERNKOPF CARSTEN 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* | | | | | | | | | | | | | | | | | |
| Monday  15:30-17:00 | **Parallel sessions** | | | | | | | | | | | | | | | | | |
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| **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 ALKUAIK NURAN 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 SMITH AYLIN ATES  STEVE PATON HARRY 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** | | | | | | | | | | | | | | | | | |
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| **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 Council  Auditoria B & C | | | | | | | | | | | | | | | | | |
| 10.30 -11.00 | | *Coffee break* | | | | | | | | | | | | | | | | | |
| Tuesday  11.00-12.00 | | Parallel sessions | | | | | | | | | | | | | | | | | |
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| **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 STRESE MALTE 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* | | | | | | | | | | | | | | | | | |
| Tuesday  13:00-14.30 | | **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 GUIDO RITA 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 HACKATHONS FUELING 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 SIMONSE ERIK 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* | | | | | | | | | | | | | | | | | |
| Tuesday  15:00-16.30 | | **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***](javascript:%20openNewWindow('contact_view.asp?contact_id=79449',670,600);) | | *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 IN THE 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** | | | | | | | | | | | | | | | | | |