



24th Innovation and Product Development Management Conference

Program

June 11-13, 2017 at Reykjavik University

Chairpersons:

Marina Candi, Reykjavik University



Abbie Griffin, University of Utah

Registration, the welcome reception, all sessions, lunches and coffee breaks will take place at Reykjavik University, Menntavegur 1, 101 Reykjavik.

Sunday, June 11, 2017

16:30 – 19:00	Sun lobby Registration
17:00 – 19:00	Sun lobby Welcome reception

Monday, June 12, 2017

08:00 – 08:45	Sun lobby Registration
08:45 – 10:30	<p>Room V101</p> <ul style="list-style-type: none"> ➤ Opening and Welcome ➤ Keynote addresses: <div style="margin-left: 20px;">  <p>Ólafur Andri Ragnarsson, Computer Scientist and Futurist</p> <p><i>The digital transformation around the corner</i></p> </div> <div style="margin-left: 20px; margin-top: 20px;">  <p>Gloria Barczak, Editor in Chief of the Journal of Product Innovation Management</p> <p><i>What's around the corner in innovation research?</i></p> </div>
10:30 – 11:00	Sun lobby Coffee break

DAY 1	Room: M110 Track: 15 - Open Innovation Chair: Deborah Roberts CHALLENGE SESSION	Room: M124 Track: 01 - Creativity in NPD Chair: Ann Ledwith CHALLENGE SESSION	Room: M118 Track: 14 - New Trends in Innovation Chair: Tommaso Buganza	Room: M119 Track: 08 - Innovation Strategies and Leadership Chair: Abbie Griffin CHALLENGE SESSION	Room: M120 Track: 11 - Managing Sustainability in Innovation and NPD Chair: Paul Coughlan CHALLENGE SESSION	Room: M121 Track: 17 - Radical Innovation Chair: Ken Kahn CHALLENGE SESSION	Room: M116 Track: 12 - Marketing and Users Chair: Tomoko Kawakami	Room: M117 Track: 20 - Theory Development in Innovation and NPD Management Chair: Tom Hustad
11:00 – 11:30	OPEN INNOVATION ADOPTION PATTERNS IN EUROPEAN COMPANIES PODMETINA DARIA, ROMAN TEPLOV, EKATERINA ALBATS	CONSTRAINTS AND CREATIVITY IN NPD – TESTING THE IMPACT OF ‘LATE CONSTRAINTS’ ONARHEIM BALDER, DAGNY VALGEIRSDOTTIR	THE ROLE OF DIGITAL TECHNOLOGIES IN THE INNOVATION PROCESS URBINATI ANDREA, DAVIDE CHIARONI VITTORIO CHIESA FEDERICO FRATTINI	DESIGN ROADMAPPING: MANAGING TRANSITIONS OF STRATEGIC LIFE CYCLES SIMONSE LIANNE, ERIK JAN HULTINK	OPEN INNOVATION PRACTICES RELATED TO THE ADOPTION OF SUSTAINABLE PROCESS INNOVATIONS: THE ROLE OF PARTNER TYPE KOK ROBERT, FREEK WELLENS WARD OOMS PAUL E.M. LIGTHART	THE INFLUENCE OF CONTEXT ON THE DECISION TO ADOPT RADICAL TECHNOLOGIES ON THE EXAMPLE OF 3D PRINTING. A QUALITATIVE ANALYSIS ON THE ADOPTION OF 3D PRINTING TECHNOLOGIES UKOBITZ DESIREE, RITA FAULLANT ERICH SCHWARZ	IS CUSTOMIZATION THE NEW LUXURY? THE EFFECTS OF CUSTOMIZATION ON LUXURY FASHION ITEMS HIEKE SILKE ELISABETH, PAGE MOREAU, MARTIN SCHREIER	TOWARDS A DEFINITION OF DESIGN THINKING MICHELI PIETRO, SABEEN BHATTI SARAH J. S. WILNER MICHAEL B. BEVERLAND
11:30 – 12:00	EXPLORING DIFFERENT DESIGN APPROACHES IN THE ITALIAN FURNITURE INDUSTRY: STYLING, THINKING AND MEANING DELL'ERA CLAUDIO, STEFANO MAGISTRETTI ROBERTO VERGANTI	DON'T PRIME FOR CREATIVITY UNDER COST-SAVING CONSTRAINTS! OLSSON LARS E., PETER MAGNUSSON, ALEXANDRE SUKHOV	MAKING NOTHING OR SOMETHING: CORPORATE FAB LABS SEEN THROUGH THEIR OBJECTS AS THEY CROSS ORGANIZATIONAL BOUNDARIES FULLER MATT, ALBERT DAVID	BUSINESS MODEL INNOVATION IN RESPONSE TO DIGITAL TRANSFORMATION – HOW PUBLISHERS REALIZE NEW BUSINESS MODELS IN THE DIGITAL AGE DENNSTEDT BIANCA	ANALYSING INNOVATORS ACCORDING TO THE ENVIRONMENTAL IMPACT OF NEW PRODUCTS PONS MARC, ANDREA BIKFALVI JOSEP LLACH	HOW CAN YOU TELL YOU HAVE A ‘GOOD’ RADICAL INNOVATION STRATEGY? NEW STRATEGIC DESCRIPTORS FROM PRACTITIONERS’ USE OF C-K DIAGRAMS AGOGUE MARINE, SOPHIE HOOGE	HIGHLY INVOLVED AND LOYAL CUSTOMIZATION TOOLKIT USERS ARE LESS LIKELY TO PURCHASE SELF-DESIGNED PRODUCTS REINHARDT RONNY, MICHAEL ZAGGL GIANFRANCO WALSH MARKUS HAGENMAIER	THE EFFECT OF UNCERTAINTY PERCEPTION ON ACTIVITY SELECTION IN PRODUCT DEVELOPMENT TEAMS LASSO SARAH, PHILIP CASH JAAP DAALHUIZEN MELANIE KREYE
12:00 – 12:30	ANTECEDENTS AND CONSEQUENCES OF IPR ARRANGEMENTS IN THE CROWDSOURCING CONTEST: A TWO STAGE EMPIRICAL INVESTIGATION ON INNOCENTIVE CHALLENGES MAZZOLA ERICA, MARIANGELA PIAZZA, NURAN ACUR, GIOVANNI PERRONE	THE IMPACT OF MOTIVATIONAL AND DIRECTIVE FEEDBACK ON THE PERFORMANCE OF IDEAS DURING INNOVATION TOURNAMENTS BOËNNE MATHIAS, BART LETEN WALTER VAN DYCK	VALUE PROPOSITION INNOVATION TO INCREASE THE ATTRACTIVENESS OF DISRUPTIVE TECHNOLOGIES: THE CASE OF VEHICLE-TO-GRID TECHNOLOGY BOHNSACK RENÉ, SANA AKBAR KHAN	LEADING IN THE UNKNOWN WITH IMPERFECT KNOWLEDGE: SITUATIONAL CREATIVE LEADERSHIP STRATEGIES FOR IDEATION MANAGEMENT LE MASSON PASCAL, HICHAM EZZAT, BENOIT WEIL	SUSTAINABILITY ORIENTATION IN NEW PRODUCT DEVELOPMENT: ANTECEDENTS AND MANAGERIAL IMPLICATIONS YALCINKAYA GOKSEL, SHUILI DU AND LUDWIG BSTIELER	COMMERCIALIZING RADICAL INNOVATIONS. REVIEW AND ANALYSIS OF THE LITERATURE. INFLUENCE OF COMMERCIALIZATION IN PRODUCT DEVELOPMENT NIETO JAVIER, CAROLINA CONSOLACIÓN	THE IMPACT OF PIONEER ADOPTER CHARACTERISTICS AND PERCEPTIONS ON THE PERCEIVED COSTS OF SWITCHING TO A FOLLOWER PRODUCT PARRY MARK, SUMITA SARMA	INNOVATION AND SOCIAL MEDIA: AN INTEGRATIVE REVIEW MUNINGER MARISA, DOMINIK MAHR Wafa HAMMEDI
12:30 – 13:30	Málið Lunch							

DAY 1	Room: M110 Track: 15 - Open Innovation Chair: Nuran Acur	Room: M124 Track: 01 - Creativity in NPD Chair: Armand Hatchuel	Room: M118 Track: 14 - New Trends in Innovation Chair: Carsten Schultz CHALLENGE SESSION	Room: M119 Track: 08 - Innovation Strategies and Leadership Chair: Lianne Simonse	Room: M120 Track: 11 - Managing Sustainability in Innovation and NPD Chair: Robert Kok	Room: M121 Track: 16 - Organising NPD Chair: Petra de Weerd-Nederhof	Room: M116 Track: 12 - Marketing and Users Chair: Ruby Lee	Room: M117 Track: 20 - Theory Development in Innovation and NPD Management Chair: Tom Hustad
13:30 – 14:00	WHY CONSUMERS ENGAGE IN DO-IT-YOURSELF PROJECTS – MOTIVATION AND CO-CREATION IN FABRICATION LABORATORIES (FAB LABS) RESE ALEXANDRA, DANIEL BAIER	THE “I DESIGNED IT MYSELF” VS. “I MADE IT MYSELF” EFFECT: IS IT THE CUSTOMIZATION OR WORK THAT COUNTS? CANKURTARAN PINAR, MARIA SAAKSJARVI	QUANTITY OR QUALITY? FEEDING CROSS-SIDE NETWORK EXTERNALITIES THROUGH ALTERNATIVE STRATEGIES TRABUCCHI DANIEL, TOMMASO BUGANZA ROBERTO VERGANTI	EXPERIMENTS AS PUNCTUATION DEVICES IN THE FFE CHRISTIANSEN JOHN K., MARTA GASPARIN	DEVELOPING INTEGRATED LOW-CARBON AND SMART ENERGY INNOVATIONS IN WATER AND ENERGY: CREATING A SMART SPECIALISATION CLUSTER COUGHLAN PAUL, JOHN GALLAGHER VANAJAH SIVA SUBRAMANIAM DAVID COGHLAN AONGHUS MCNABOLA	PURCHASING-MARKETING FUNCTIONAL INTEGRATION EFFECT ON INNOVATION SPEED: AN INFORMATION PROCESSING THEORY BASED EXPLANATION GONZÁLEZ-ZAPATERO CARMEN, JAVIER GONZÁLEZ-BENITO GUSTAVO LANNELONGUE	“SUBMISSION REJECTED? OK, IT’S OVER FOR ME” - EXPLORING EMOTIONAL FEELINGS AND BEHAVIORS OF LOSER CO-CREATORS TO A CROWDSOURCING CONTEST VELLERA CYRIELLE, ELODIE JOUNY-RIVIER	RESOLVING AMBIGUITY THROUGH SYMBOLIC REPRESENTATIONS: HOW PRODUCT DEVELOPMENT TEAMS RESPOND TO ORGANIZATIONAL IDENTITY THREATS SEIDEL VICTOR, GIACOMO CATTANEO
14:00 – 14:30	OPEN RADAR GROUPS: THE INTEGRATION OF ONLINE COMMUNITIES INTO OPEN FORESIGHT PROCESSES ZENG MICHAEL ANDREAS, HANS KOLLER REIMO JAHN	ATTRACTING PARTICIPANTS IN CROWDSOURCING CONTESTS: THE RELATIVE IMPORTANCE OF BRAND ATTACHMENT VS. EXTRINSIC AND INTRINSIC MOTIVATIONS HANINE SALWA, RITA FAULLANT	ADDING TO THE FRUGAL INNOVATION DISCOURSE: CONCEPTUALIZING AND MEASURING PRODUCT FRUGALITY VON JANDA SERGEJ, G. SHAINESH SABINE KUESTER MONIKA C. SCHUHMACHER	THE INNOVATION LABORATORY - A SPATIAL TOOL FOR UNLEASHING INNOVATION CAPACITY KLOOKER MARIE, CLAUDIA NICOLAI ULI WEINBERG	DESIGNING INTEGRATED SOLUTIONS OF PRODUCTS, SERVICES AND BUSINESS MODELS FOR THE CIRCULAR ECONOMY BREHMER MEIKE	HUMAN RESOURCE MANAGEMENT PRACTICES FOR PRODUCT AND SERVICE INNOVATION SCHLEIMER STEPHANIE, METTE PRAEST KNUDSEN	EXPLORING THE INFLUENCE OF REWARDS ON PARTICIPANTS’ EMPOWERMENT IN OPEN INNOVATION CHALLENGES SALGADO STÉPHANE, ARNAUD BANOUN LINDA HAMDI-KIDAR	PERSPECTIVES ON THE INTERPLAY BETWEEN PROCESS IMPROVEMENT APPROACHES AND INNOVATION. A LITERATURE REVIEW AND RESEARCH AGENDA AL HASAN RIMA, PIETRO MICHELI
14:30 – 15:00	CONSTRUING THE CONCEPTUAL MESS AROUND CO-CREATION: INNOVATION MANAGEMENT PERSPECTIVE TEKIC ANJA, KELVIN WILLOUGHBY	AN EMPIRICAL STUDY OF IDEA COMBINATION IN BRAINSTORMING GILLIER THOMAS	THE DRIVING ROLE OF THE INDUSTRIAL INTERNET OF THINGS FOR STRATEGIC CHANGE: THE CASE OF ELECTRONIC ENGINEERING BUSINESS MODELS ARNOLD CHRISTIAN, DANIEL KIEL KAI-INGO VOIGT	SYSTEMS THINKING AS A CAPABILITY FOR NEW PRODUCT DEVELOPMENT DURMUSOGLU SERDAR, BAS HILLEBRAND PAUL DRIESSEN	MANAGEMENT OF END OF LIFE SCENARIOS OF HOUSEHOLD APPLIANCES: A KANO MODEL PERSPECTIVE ATLASON REYNI R SMARI, DAVIDE GIACALONE KESHAV PARAJULY	TOWARDS A PREDICTIVE MODEL FOR DELIVERING PRODUCT DEVELOPMENT PROJECTS ON TIME CEDERGREN STEFAN, STIG LARSSON JAANA NYFJORD THOMAS NESSEN TOMAS OLSSON DANIEL ANDRÉN ANDERS WIKSTRÖM	OPENING THE BLACK BOX OF VIDEO-BASED ETHNOGRAPHY SAKELLARIOU EVY, KALIPSO KARANTINOOU KEITH GOFFIN MARIA ANAGNOSTAKI	CRAFTING THE SET OF BUCKETS IN A R&D PORTFOLIO SANTIAGO LEONARDO, VERONICA M. O. SOARES
15:00 – 15:30	Sun lobby Coffee break							

DAY 1	Room: M110 Track: 15 - Open Innovation Chair: Hans Koller	Room: M124 Track: 01 - Creativity in NPD Chair: Armand Hatchuel	Room: M118 Track: 14 - New Trends in Innovation Chair: Ludwig Bstieler CHALLENGE SESSION	Room: M119 Track: 08 - Innovation Strategies and Leadership Chair: Serdar Durmusoglu	Room: M120 Track: 11 - Managing Sustainability in Innovation and NPD Chair: Paul Coughlan	Room: M121 Track: 16 - Organising NPD Chair: Christer Karlsson CHALLENGE SESSION	Room: M116 Track: 12 - Marketing and Users Chair: Wim Biemans	Room: M117 Track: 13 - Networks and Alliances in NPD Chair: Abbie Griffin CHALLENGE SESSION
15:30 – 16:00	OPEN INNOVATION INITIATIVE AND NEW VENTURE TEAMS: INSIGHTS FOR INCUBATOR READINESS TRACHANA THEODORA, ANGELIKI KARAGIANNAKI KATERINA PRMATARI	THE ROLE OF EXPERTISE IN DESIGN FIXATION : MANAGERIAL IMPLICATION FOR CREATIVE LEADERSHIP CAMARDA ANAËLLE, HICHAM EZZAT MATHIEU CASSOTTI MARINE AGOGUÉ BENOÎT WEIL PASCAL LE MASSON	CORPORATE-FUNDED INCUBATORS AND ACCELERATORS AS A FIELD OF INTERACTION – HOW INCUMBENTS CAN OBTAIN KNOWLEDGE FROM ENTREPRENEURIAL VENTURES MOSCHNER SANDRA-LUISA, CORNELIUS HERSTATT	STRIVING FOR MEANINGFUL INNOVATION – AN EMPIRICAL ANALYSES OF PROCESS, ACTORS AND CHALLENGES ÖBERG ÅSA	SYNERGY OR CONFLICT? SUSTAINABILITY VS. ECONOMIC INNOVATION PERFORMANCE, AND THE ROLE OF ORGANIZATIONAL CULTURE GLOBOCNIK DIETFRIED, ROMANA RAUTER RUPERT J. BAUMGARTNER	AN INVESTIGATION OF HOLD DECISIONS IN THE INNOVATION PROCESS SCHUHMACHER MONIKA, DOMINIK REINARTZ SABINE KUESTER	HOW OLDER CONSUMERS INTERPRET THE MEANING OF A WEARABLE DEVICE: IS IT UTILITARIAN OR HEDONIC? KAWAKAMI TOMOKO, MARK E. PARRY	THE WEALTH AND CERTIFICATION EFFECTS OF PUBLIC R&D SUBSIDIES ON ALLIANCE FORMATION: EVIDENCE FROM SPAIN BIANCHI MATTIA, SAMUELE MURTINU VITTORIA G. SCALERA
16:00 – 16:30	START-UPS: ARE THEY BORN AND RAISED THROUGH OPEN INNOVATION? TEKIC ZELIKO	MOVING TO HIGHER GROUND: BUILDING INNOVATION CAPABILITIES TO OVERCOME CONCEPTUAL BIASES IN NEW PRODUCT & SERVICE DEVELOPMENT FULLER MATT, ANTOINE THUILLIER ALBERT DAVID	CORPORATE VENTURE CAPITAL AND THE PROBABILITY TO ACQUIRE THE BACKED START-UP: THE REAL OPTION PERSPECTIVE MAZZOLA ERICA, MARIANGELA PIAZZA GIOVANNI PERRONE	EXAMINING THE RELATIONSHIPS BETWEEN NPD PROCESS, STRATEGY, AND PERFORMANCE: A PRELIMINARY INVESTIGATION KAHN KENNETH	UNDERSTANDING AND EVALUATING SUSTAINABLE BUSINESS MODELS – A CROSS-INDUSTRY CASE STUDY AAGAARD ANNABETH	AN EMPIRICAL ANALYSIS ON STAKEHOLDER INVOLVEMENT IN NEW SERVICE DEVELOPMENT TRABUCCHI DANIEL, TOMMASO BUGANZA ANTHONY DI BENEDETTO FEDERICO FRATTINI ELENA PELLIZZONI	USER EXPERIENCE WITH INTERACTIVE DEVICES: STUDYING THE ROLE OF AESTHETICS, USABILITY, AND TASK PERFORMANCE FROM A CONSTRUAL-LEVEL PERSPECTIVE JEANNOT FLORENCE, MAUD DAMPÉRAT ELINE JONGMANS ALAIN JOLIBERT	R&D CONSORTIA AND COOPERATION LEVELS OVER THE INDUSTRY LIFE CYCLE: HOW THEY EVOLVE AND PAY OFF WEILAND ANN
16:30 – 17:00	THE CONTRIBUTION OF INDUSTRIAL COOPERATION ACTIVITIES FOR THE INNOVATION INPUT-OUTPUT RELATIONSHIP IN EMERGING MARKETS FRANK ALEJANDRO GERMÁN, FABIO ANTÔNIO DALLA VECCHIA; JOÃO AUGUSTO BONZANINI BERNARDI	EXAMINING THE RELATIONSHIPS BETWEEN A CREATIVITY-SUPPORTING ENVIRONMENT, AMBIDEXTERITY, AND INNOVATION PERFORMANCE MEINEL MARTIN, CHRISTIAN V. BACCARELLA, TIMM F. WAGNER, KAI-INGO VOIGT	REACTION TO COMPETITOR INNOVATIVE ACTIVITIES: AN EMPIRICAL STUDY IN THE HOSPITAL MARKET SCHULTZ CARSTEN, CHRISTOPH STRUMANN	THE EFFECT OF MEASUREMENT AND FEEDBACK TO DEVELOP INNOVATION CLIMATE WIKSTRÖM ANDERS, STEFAN CEDERGREN	THE RELATION BETWEEN PRODUCT INNOVATION AND STRATEGIC ENVIRONMENTAL GOALS GERSTLBERGER WOLFGANG, ALEX PEDROSA REYNYR SMARI ATLASON	R&D STRUCTURE AND NEW PRODUCT DEVELOPMENT: THE MODERATING ROLE OF INNOVATION MANAGEMENT MECHANISMS ESTRADA ISABEL, PEDRO DE FARIA	ARE VITAL PARAMETERS SUITABLE FOR PREDICTING TECHNOLOGY ACCEPTANCE OF E-HEALTH APPLICATIONS? RESE ALEXANDRA, ISABELLE BORGERT DANIEL BAIER	BUILDING AN INNOVATION VALUE NETWORK THROUGH THE ORIENTED CREATIVITY METHOD KCP KLASING CHEN MILENA, DOMINIQUE LAOUSSE
19:00	Harpa, Kolabrautin, Austurbakki 2, 101 Reykjavík Conference Dinner							

Tuesday, June 13, 2017

09:15 – 10:30	<p>Room V101</p> <p>➤ Keynote addresses:</p> <div data-bbox="241 384 414 544"></div> <p data-bbox="450 403 1464 437">Ingi Rafn Sigurðsson, CEO and founder of Karolina Fund (www.karolinafund.is)</p> <p data-bbox="450 443 902 477"><i>The opportunities of crowdfunding</i></p> <p data-bbox="450 483 1989 541">Karolina Fund develops machine learning and business intelligence technical solutions for crowdfunding platforms. Their mission is to become the best online funding mechanism in the world.</p> <div data-bbox="241 595 414 754"></div> <p data-bbox="450 614 1800 647">Guðbjörg Heiða Guðmundsdóttir, Innovation Cluster Manager for Iceland and UK, Marel (www.marel.is)</p> <p data-bbox="450 654 714 687"><i>Innovation at Marel</i></p> <p data-bbox="450 694 1995 783">Marel is the leading global provider of advanced processing systems and services to the poultry, meat and fish industries. Marel's state-of-the-art equipment and systems help food processors of all sizes, in all markets, to operate at peak productivity. Marel employs about 4,700 people worldwide, and has offices and subsidiaries in some 30 countries.</p>
10:30 – 11:00	<p>Sun lobby Coffee break</p>

DAY 2	Room: M110 Track: 15 - Open Innovation Chair: Nuran Acur	Room: M124 Track: 04 - Engineering Issues in Innovation and NPD Chair: Ann Ledwith	Room: M118 Track: 18 - Service Innovation and New Service Development Chair: Wim Biemans	Room: M119 Track: 08 - Innovation Strategies and Leadership Chair: John Christiansen	Room: M120 Track: 09 - Managing Knowledge in NPD Chair: Ludwig Bstieler CHALLENGE SESSION	Room: M121 Track: 16 - Organising NPD Chair: Dan Zhang	Room: M116 Track: 12 - Marketing and Users Chair: Deborah Roberts	Room: M117 Track: 13 - Networks and Alliances in NPD Chair: Ken Kahn
11:00 – 11:30	OPEN FORESIGHT: BRIDGING INSIGHTS FROM OPEN AND USER INNOVATION HERSTATT CORNELIUS, KORRECK, SABRINA - JAHN, REIMO; ZENG - MICHAEL ANDREAS - HEUSCHNEIDER, SARA - EHLS, DANIEL - KOLLER, HANS - SPAETH, SEBASTIAN	THE DIGITIZATION OF NEW PRODUCT DEVELOPMENT THROUGH 3D PRINTING: EMPIRICAL EVIDENCE FROM MANUFACTURING FIRMS BELTAGUI AHMAD, MARINA CANDI	JUST A SHORT AFFAIR OR LONG LASTING RELATIONSHIP? A LONGITUDINAL INVESTIGATION ON EFFECTS OF PASSIVE AND ACTIVE INNOVATION RESISTANCE ON THE USAGE OF SERVICE INNOVATIONS HEIDENREICH SVEN, MARTIN OBSCHONKA, JAN MILLEMANN, TOBIAS KRAEMER, KRISTINA WITTKOWSKI, TOMAS FALK	THE HIGH-END BIAS – AN IRRATIONAL PREFERENCE OF DECISION MAKERS FOR HIGH-END OVER LOW-END INNOVATIONS REINHARDT RONNY, SEBASTIAN GURTNER JAKE HOSKINS ABBIE GRIFFIN	NEW PRODUCT DEVELOPMENT ACTIVITIES AND ICT TOOLS TO SUPPORT BUYER-SUPPLIER INTEGRATION: AN NPD STAGE ANALYSIS IN DIFFERENT TYPES OF COLLABORATION AYALA NESTOR, DAISY VALLE ENRIQUE MARIE-ANNE LE DAIN VALÉRY MERMINOD LILIA GZARA ALEJANDRO GERMÁN FRANK	NEW PRODUCT PROJECT SCREENING: EXPLORING DECISION MAKING PROCESSES, SPEED AND CONFIDENCE ACAR OGUZ ALI, DOUGLAS WEST SCOTT KOSLOW	CO-CREATION EXPERIENCE FOR INNOVATION: THE CRITICAL ROLE OF PERCEIVED CHALLENGE HEMONNET-GOUJOT AURELIE, SALGADO, STÉPHANE	ANTECEDENTS AND CONSEQUENCES OF INTRA- AND EXTRA-FIRM BOUNDARY SPANNING ACTIVITY IN NPD TEAMS CARBONELL PILAR, ANA I. RODRIGUEZ-ESCUDERO
11:30 – 12:00	TECHNOLOGY INTELLIGENCE IN PRACTICE: A SYSTEMATIC LITERATURE REVIEW OF EMPIRICAL STUDIES AND AGENDA FOR FURTHER RESEARCH NASULLAEV AKHATJON, RAFFAELLA MANZINI	DEVELOPMENT OF TECHNOLOGY MATURITY FRAMEWORK IN MANAGING MANUFACTURING IMPROVEMENT FOR INNOVATION PROVIDERS UFLEWSKA OLGA, TC WONG MICHAEL WARD	EXPLORING CUSTOMER SCRIPT SUBVERSION AND SERVICE INNOVATION ADOPTION BEVERLAND MICHAEL, PIETRO MICHELI SARAH JS WILNER PINAR CANKURTARAN	THE ROLE OF LEADERSHIP IN TECHNOLOGY PROJECTS: PERSONAL AND ORGANIZATIONAL POTENTIAL OF THE HIDDEN CHIEF TECHNOLOGY OFFICERS VIA INTERACTION WITH CORE STAKEHOLDERS LOHMUELLER BERTRAM, ALEXANDER PETRIKHIN	WHAT DO I DON'T KNOW? USING MATROIDS TO STRUCTURE FIRST KNOWLEDGE BASE IN EXPLORATORY PROJECT HOOGE SOPHIE, MATHILDE RADEK, SOPHIE HOOGE, ANNE BION-ROBIN, KEVIN LEVILLAIN	MANAGING THE NEW PRODUCT DEVELOPMENT PORTFOLIO: THE (MISSING) LINK BETWEEN STRATEGY AND PROJECTS? TJATURPRIONO HENDRO ADIARSO, KEITH GOFFIN	ASSESSING CONSUMER EMOTIONS TOWARD NEW PRODUCTS: APPLICATION OF PHYSIOLOGICAL AND SELF-REPORTED METHODS BETTIGA DEBORA, GIULIA TACCHINO, LUCIO LAMBERTI, ANNA MARIA BIANCHI, GIULIANO NOCI	A MULTI-LEVEL INVESTIGATION OF THE MEDIATING ROLE OF SOCIAL DECISION-MAKING CONSTRAINTS IN THE RELATIONAL SOCIAL CAPITAL— PRODUCT INNOVATIVENESS RELATIONSHIP MCNALLY REGINA, ZHAN WANG, HELENA LENIHAN
12:00 – 12:30	EXTENDING LEAD USER THEORY: UTILIZING COMMUNITIES OF PRACTICE AS COLLECTIVE LEAD USER KREUTZMANN ANDRÉ, HANS KOLLER	IMPLICATIONS OF THE CONCEPT INDUSTRY 4.0 FOR INNOVATIVE MANUFACTURING FIRMS GERSTLBERGER WOLFGANG, HENRIK BLICHFELDT RITA FAULLANT	WHEN IS OPEN INNOVATION BENEFICIAL TO SERVICE INNOVATION? NEW FINDINGS FROM TWO EMPIRICAL STUDIES DONG JOHN QI, CHIA-HAN YANG	IS INNOVATION OFFSHORING ALWAYS BENEFICIAL? A META-ANALYSIS OF THE RELATIONSHIP BETWEEN INNOVATION OFFSHORING AND FIRM INNOVATION PERFORMANCE HATAK ISABELLA, MATTHIAS FINK MICHAEL GUSENBAUER NINA ROSENBUSCH	ABSTRACT-RELATIONSHIP-BASED CBR IN NEW PRODUCT DESIGN DAI WEI, YAN WANG - XIAOQING TANG - MEIQING WANG	DETERMINANTS OF SUCCESSFUL NEW PRODUCT AND BUSINESS DEVELOPMENT TRANSFERS IN SMART CITIES: AN INCUMBENT PERSPECTIVE BROCK KATI, KSENIA PODOYNITSYNA ELKE DEN OUDEN FRED LANGERAK	SHOULD FIRMS CO-CREATE WITH ORDINARY CUSTOMERS OR LOYAL CUSTOMERS? EMPIRICAL RESULT FROM A COLLECTIVE CULTURE KAWAKAMI TOMOKO, LINDA HAMDI-KIDAR	THE CREATION OF MARKETS BY FIRMS AND THEIR STAKEHOLDERS SPRONG NIELS, BAS HILLEBRAND PAUL H. DRIESSEN

12:30 – 13:30	Málið Lunch							
DAY 2	Room: M110 Track: 15 - Open Innovation Chair: Hans Koller	Room: M124 Track: 19 - Social Innovation Chair: Antonio Fernandes CHALLENGE SESSION	Room: M118 Track: 18 - Service Innovation and New Service Development Chair: Pilar Carbonell	Room: M119 Track: 03 - Emerging and Early Research (Young Scholars Track) Chair: Keith Goffin	Room: M120 Track: 09 - Managing Knowledge in NPDP Chair: Hallur Tor Sigurdarson CHALLENGE SESSION	Room: M121 Track: 16 - Organising NPDP Chair: Petra de Weerd-Nederhof	Room: M116 Track: 02 - Design's Role in Innovation and NPDP Chair: Dan Zhang CHALLENGE SESSION	Room: M117 Track: 13 - Networks and Alliances in NPDP Chair: Regina McNally
13:30 – 14:00	THE (UN)USUAL SUSPECTS - WHAT DRIVES USERS TO COOPERATE WITH MANUFACTURERS IN USER INNOVATION-HOSTILE CONTEXTS GLOBOCNIK DIETFRIED, RITA FAULLANT	IDENTIFYING SOCIAL INNOVATION USING THE LEAD USER METHOD – AN EXPLORATIVE CASE STUDY IN INDONESIA GOELDNER MORITZ, DANIEL KRUSE STEPHAN BUSE CORNELIUS HERSTATT	ADOPTION OF PRODUCT-SERVICE SYSTEM (PSS) BUSINESS MODEL INNOVATIONS IN GLOBAL DISTRIBUTER NETWORKS RÖNNBERG SJÖDIN DAVID, WIEBKE REIM - VINIT PARIDA	STRATEGY AND BUSINESS MODEL INNOVATION IN A WORLD OF DIGITAL BUSINESS ANDERSEN TROELS CHRISTIAN	ENABLING KNOWING IN PRACTICE IN COLLABORATIVE NPDP THROUGH ICT PASLAUSKI CAROLLINE, MARIE-ANNE LE DAIN VALÉRY MERMINOD LILIA GZARA BÁRBARA ZANBAN ALEJANDRO GERMÁN FRANK	EFFECTS OF PRODUCT MODULARIZATION ON COMPANIES' FINANCIAL PERFORMANCE PERSSON MAGNUS, BJÖRN LANTZ	EXPLORING AND EXPERIMENTING OPPORTUNITIES PROVIDED BY EMERGING TECHNOLOGIES: EVIDENCES FROM THE DRONE INDUSTRY MAGISTRETTI STEFANO, CLAUDIO DELL'ERA	PORTFOLIO MANAGEMENT PROCESS MECHANISMS WITHIN A REGIONAL INNOVATION ECOSYSTEM SAVORY CLIVE, MAREK SZWEJCZEWSKI
14:00 – 14:30	EVALUATING NETNOGRAPHY AS A SEARCH TOOL FOR OPEN INNOVATION IN B2B MARKETS ROBERTS DEBORAH, DIRK LUTTGENS, PATRICK POLLOK, FRANK. T. PILLER	CSR COMMITMENT AND SOCIALLY RESPONSIBLE INNOVATION SIGURDSSON KJARTAN, MARINA CANDI	WHY IS BUSINESS MODEL INNOVATION SO POORLY INNOVATIVE? UNCOVERING THE CRITICAL ROLE OF COLLECTIVE DESIGN IN BUSINESS MODEL INNOVATION THOMAS MAXIME, LE MASSON PASCAL WEIL BENOÎT LE LOUS GUIREC	BUSINESS MODEL INNOVATION – QUO VADIS? STATUS QUO AND FUTURE RESEARCH AVENUES FREISINGER ELENA, SVEN HEIDENREICH CHRISTIAN LANDAU	EXAMINING THE EARLY DEVELOPMENT OF KNOWLEDGE AND KNOWLEDGE ASSETS IN NEW TECHNOLOGY BASED FIRMS GREGSON GEOFF	EXPLORING THE SPECIFICITIES OF NEW PRODUCT DEVELOPMENT IN THE CREATIVE INDUSTRIES: FOUR CHALLENGING DIFFERENCES PARIS THOMAS	PRODUCT DESIGN: HOW BRAND RECOGNITION AND CONFUSION AFFECT SALES PERFORMANCE WALDNER FLORIAN, KATRIN TALKE SEBASTIAN MÜLLER	MAPPING, ANALYSING AND DESIGNING INNOVATION ECOSYSTEMS TALMAR MADIS, BOB WALRAVE KSENIA S PODOYNITSYNA JAN HOLMSTRÖM
14:30 – 15:00	THE INNOVATION CAMPUS: KEY CHALLENGES AND SUCCESS FACTORS IN DIFFERENT STAGES OF MATURITY LOWIK SANDOR, WOUTER OUDE ALINK NIELS PULLES	ORGANISING FOR SOCIAL INNOVATION: OPEN INNOVATION PRACTICES IN SOCIAL ENTERPRISES PESSOT ELENA, CINZIA BATTISTELLA ALBERTO F. DE TONI	EXPLORING PATIENTS AS CONTRIBUTORS TO SERVICE INNOVATION IN PRIMARY HEALTH-CARE MAGNUSSON PETER, PER SKÁLÉN LINDA BERGKVIST	NEAR-RESHORING: A WAY TO REDUCE TIME TO MARKET? FEL FABIENNE, ERIC GRIETTE	DESIGNING A MATURITY GRID TO MEASURE THE KNOWLEDGE ABSORPTIVE CAPACITY OF AN SME EMBEDDED IN A COLLABORATIVE INNOVATION NETWORK BENHAYOUN SADAFIYINE LAMIAE, MARIE-ANNE LE-DAIN GUY PRUDHOMME CARINE DOMINGUEZ-PÉRY	THE MANAGEMENT OF PROTOYPING TECHNOLOGY IN THE INNOVATION PROCESS, SME'S VS. LARGE ENTERPRISE'S YU FEI, SÖNKE WOLTER	INNOVATION THROUGH TRADITION IN DESIGN-INTENSIVE FIRMS: USING KNOWLEDGE FROM THE PAST TO REINFORCE THE FIRM IDENTITY MAGISTRETTI STEFANO, FEDERICO FRATTINI CLAUDIO DELL'ERA ANTONIO MESSENI PETRUZZELLI	SOCIAL NETWORKS AND INNOVATION: AN INSTITUTION-BASED PERSPECTIVE KRAFT PRISCILLA SARAI, ANDREAS BAUSCH

15:00 – 15:30	Sun lobby Coffee break							
DAY 2	Room: M110 Track: 07 - Innovation Management in Start-ups and Small Firms Chair: John Christiansen	Room: M124 Track: 19 - Social Innovation Chair: Antonio Fernandes	Room: M118 Track: 18 - Service Innovation and New Service Development Chair: Pietro Micheli	Room: M119 Track: 03 - Emerging and Early Research (Young Scholars Track) Chair: Keith Goffin	Room: M120 Track: 09 - Managing Knowledge in NPD CHALLENGE SESSION	Room: M121 Track: 16 - Organising NPD Chair: Tommaso Buganza	Room: M116 Track: 06 - Innovation by Design Chair: Claudio Dell'Era	Room: M117 Track: 13 - Networks and Alliances in NPD Chair: Regina McNally
	15:30 – 16:00	INVESTING IN INNOVATIVE MIDDLE-MARKET COMPANIES: TAKING INNOVATION CAPABILITIES INTO ACCOUNT TO ENRICH PRIVATE EQUITY INVESTMENT STRATEGIES PARPALEIX LAURE-ANNE, KEVIN LEVILLAIN, BLANCHE SEGRESTIN	CAPABILITY BUILDING THROUGH SOCIAL INNOVATION - TRANSFORMING LIVES OF FINANCIALLY CHALLENGED STUDENTS IN INDIA. SHARMA TANUJA, AGARWAL, MADHUSHREE NANDA, KIRTI, ASHWINI	MANAGING INNOVATION IN SERVICE FIRMS - THE EFFECTS OF INNOVATIVENESS AND INTANGIBILITY BIEMANS WIM, HANS VAN DER BIJ RENE VAN DER EIJK ANNE RADEMAKER	INNOVATION AND BUREAUCRACY SIGURDARSON HALLUR TOR	KNOWLEDGE MANAGEMENT FOR INNOVATION IN TIMES OF WAR FOR TALENT STANLEY HENRIETTE, JURGEN BLEICHER MARINA CANDI BERND KALTENHAUSER	POINT OF NO RETURN: ESCALATION IN NEW PRODUCT DEVELOPMENT ELIËNS RAMON, KATRIN ELING SARAH GELPER FRED LANGERAK	THE USE OF CREATIVE THINKING DURING THE FRONT END OF PRODUCT DESIGN LEDWITH ANN, LOUISE KIERNAN RAY LYNCH
16:00 – 16:30	COURTING CONTROVERSY: WHAT DETERMINES THE FUNDING OF CONTENTIOUS INNOVATION? TORFASON MAGNUS, HAKON SKJENSTAD PAVEL I. ZHELYAZKOV	SOCIAL FRANCHISING AS A SOCIAL INNOVATION DIFFUSION TAHARA SHINSUKE	THE SERVITIZATION DESIGN PROCESS – A PROPOSAL RIEDEL JOHANN, DENIZ SAYAR AHMAD BELTAGUI	TRUST ME: THE KNOWLEDGE FLOWS-BASED FRAMEWORK AND DISCONTINUOUS INNOVATIONS NEUKAM MARION	TRANSACTIVE MEMORY SYSTEMS AND JOB STRESS IN NPD TEAMS. MODERATING EFFECTS OF PROJECT COMPLEXITY, AND TECHNOLOGICAL TURBULENCE CARBONELL PILAR, ANA I. RDORIGUEZ ESCUDERO	SEQUENTIAL AMBIDEXTERITY IN PRACTICE: A LONGITUDINAL STUDY ON SHIFTS FROM EXPLORATION TO EXPLOITATION AND REVERSE DE VISSER MATTHIAS, DRIES FAEMS KLAASJAN VISSCHER PETRA DE WEERD-NEDERHOF	DESIGNING THE FUTURE – USING DESIGN THINKING FOR SCENARIO TECHNIQUE JAHN REIMO, HANS KOLLER MICHAEL A. ZENG	SINGLE LINE STORE, BROKER OR DATING AGENCY? - HOW SERVICE INTERMEDIARIES INFLUENCE THE STRUCTURE OF KNOWLEDGE TRANSFER IN INNOVATION NETWORKS RECK FABIAN
16:30 – 17:00	BRINGING SPACE TECHNOLOGY TO THE ENERGY SECTOR: INITIATING AND MANAGING INNOVATION ACROSS BOUNDARIES KERSTENS NATHALIE, SHARON DOLMANS ISABELLE REYMEN	THE ROLE OF THE CORPORATE ACCELERATOR AS AN INNOVATION INTERMEDIARY FOR THE CORPORATION AND START-UPS NOVIARISTANTI SISKA, NURAN ACUR, KEPA MENDIBIL	INCUMBENTS' RESPONSE TO POTENTIALLY DISRUPTIVE INNOVATION IN LOW TECH SERVICE INDUSTRIES: THE CASE OF WEARABLE TECHNOLOGIES IN THE HEALTH AND FITNESS INDUSTRY BUNDUCHI RALUCA, JESSICA BRAILEY	SHOULD I BUY NOW OR LATER? INVESTIGATING DETERMINANTS OF NEW PRODUCT LEAPFROGGING BEHAVIOR HEIDENREICH SVEN, JAN KILLMER, JAN MILLEMANN, BENEDIKT SCHNELLBAECHER	KNOWLEDGE ACQUISITION IN PRODUCT DEVELOPMENT PROCESSES BY FREELANCERS IN THE FIELD OF CREATIVE INDUSTRIES GONZALEZ ALBERTO	MANAGING UNCERTAINTY IN INNOVATION PROJECTS: THE EFFECTS OF STAGE GATE, AGILE AND OVERDESIGN ON SOFTWARE DEVELOPMENT PERFORMANCE BIANCHI MATTIA, GIACOMO MARZI	DESIGN THINKING: CONCEPTUALIZATION, MEASUREMENT AND IMPACT ON INNOVATION PERFORMANCE CALABRETTA GIULIA, ERIK-JAN HULTINK GERDA GEMSER	THE EFFECT OF COOPERATION AND NEW PRODUCT DEVELOPMENT CAPABILITY ON NEW PRODUCT DEVELOPMENT PERFORMANCE: THE MODERATING ROLE OF EXTERNAL ALLIANCE TYPE LEE SUNGKYU, TONY GARRETT, JONG-HO LEE

17:00 –	Room V101, Closing Session
18:00	<ul style="list-style-type: none"> ➤ Best Papers Awards ➤ Outlook to the 2018 Conference ➤ Closing

