



UNIVERSITY OF
LEICESTER

SCHOOL OF
BUSINESS

**26th Innovation and Product Development Management
Conference
(IPDMC)**

Leicester, U.K. June 9-11th 2019

PROGRAMME

(final)

Registration, the welcome reception, all sessions, lunches and coffee breaks will take place in Outdoor Marquee main campus

Sunday, June 9, 2019

18:00 – 19:00	Outdoor Marquee main campus Registration
18:30 – 19:30	Outdoor Marquee main campus Welcome reception

Monday, June 10, 2019

08:00 – 09:00	Outdoor Marquee main campus Registration
09:00 – 10:30	Peter Williams Lecture Theatre <ul style="list-style-type: none">➤ Opening and Welcome - Michael Saren and Paul Coughlan➤ Welcome to the University - Professor Henrietta O'Connor, ProVice Chancellor and Head of College of Social Science and Humanities, University of Leicester➤ Keynote address - Fiona Lambert, Managing Director for Business Development at River Island.
10:30 – 11:00	Outdoor Marquee main campus Coffee break

<p style="text-align: center;">DAY I</p>	<p>Room : 324 Ken Edwards Building</p> <p>Track: 1 - Creativity in New Product Development</p> <p>Chair: Petra DE WEERD-NEDERHOF</p>	<p>Room : 526 Ken Edwards Building</p> <p>Track: 2 - Design Issues and Innovation by Design</p> <p>Chair: Pietro MICHELI</p>	<p>Room : 527 Ken Edwards Building</p> <p>Track: 3 - Emerging and Early Research (Young Scholars Track)</p> <p>Chair: Abbie GRIFFIN</p>	<p>Room : Ogden Lewis Seminar Suite 2</p> <p>Track: 4 - Engineering, Production and Supply Issues in Innovation and Product</p> <p>Chair: Nuran ACUR</p>	<p>Room : Ogden Lewis Seminar Suite 1</p> <p>Track: 8 - Managing Knowledge and Information Systems in New Product Development</p> <p>Chair: Erik Jan HULTINK</p>	<p>Room : Ogden Lewis Seminar Suite 3</p> <p>Track: 11 - Marketing, Markets and Users of Innovations</p> <p>Chair: Claudio DELL'ERA</p>
<p>11:00 – 11:30</p>	<p>TOBIAS KRUFFT & ALEXANDER KOCK</p> <p>BEHAVIORAL CHANGE OF INNOVATION CLIMATE: HOW EMPLOYEE-FOCUSED, CENTRALIZED INNOVATION ACTIVITIES AFFECT ORGANIZATIONAL INNOVATION CLIMATE</p>	<p>ANA KUSTRAK KORPER, LIA PATRÍCIO, STEFAN HOLMLID & LARS WITELL</p> <p>EXPLORING SERVICE DESIGN AND DYNAMIC CAPABILITIES: A MULTIPLE CASE STUDY</p>	<p>BJÖRN HOFMANN, MONIKA C. SCHUHMACHER & MATHIAS FEICK</p> <p>TYPE I AND TYPE II ERRORS THROUGH THE LENS OF EXPLOITATION AND EXPLORATION</p>	<p>SARA F. JAHANMIR & ALEJANDRO LAMAS</p> <p>FACING LATE ADOPTERS' RESISTANCE TO INNOVATIONS: JOINT PRICING AND OPERATIONS PLANNING FOR NEW PRODUCTS' LAUNCH</p>		<p>EVY SAKELLARIOU, KALIPSO KARANTINOOU & KEITH GOFFIN</p> <p>CUSTOMER INSIGHTS: SENSEMAKING AND SENSEGIVING IN NPd</p>
<p>11:30 – 12:00</p>	<p>TOBIAS E. EISMANN, MARTIN MEINEL, CHRISTIAN V. BACCARELLA, SEBASTIAN FIXSON, LUKAS MAIER & KAI-INGO VOIGT</p> <p>CREATIVITY IN TEAMS: THE ROLE AND INTERPLAY OF TRUST AND SHARED MENTAL MODELS</p>	<p>K. SCOTT SWAN, CHARLES NOBLE & RON HESS</p> <p>CAN DYNAMIC DESIGN CAPABILITIES DRIVE DISCONTINUOUS INNOVATION AND EXTEND PRODUCT LIFE CYCLES?</p>	<p>RACHEL PARKER-STRAK, LIZ BARNES, RACHEL STUDD & STEPHEN DOYLE</p> <p>DISRUPTION OF THE PRODUCT DEVELOPMENT PROCESS WITHIN ONLINE FAST FASHION RETAILERS.</p>	<p>LISA LARSSON & ANNA KARLSSON</p> <p>ADOPTION AND IMPLEMENTATION OF SYSTEMIC INNOVATION IN PRODUCTION</p>	<p>GUIHAN KO & MARIAN GARCIA</p> <p>STRUCTURING FOR CREATIVITY: THE ROLE OF RELATIONAL MECHANISMS IN CROWDSOURCING COMMUNITIES</p>	<p>FLORENCE JEANNOT, ELINE JONGMANS, MAUD DAMPÉRAT & ALAIN JOLIBERT</p> <p>LOOKING BEYOND THE "VISUAL DESIGN-USABILITY" EFFECT: EVIDENCE OF A MEDIATIONAL PATHWAY PREDICTING THE PLEASURE AND ACCEPTANCE OF AN E-COMMERCE SYSTEM</p>
<p>12:00 – 12:30</p>	<p>JIN SUK PARK & SATOKO SUZUKI</p> <p>THE IMPACT OF PERCEIVED CREATIVITY IN NEW PRODUCT DEVELOPMENT ON EMPLOYEES' JOB ATTITUDES</p>	<p>MICHAEL BEVERLAND, PINAR CANKURTARAN & FRANCIS J. FARRELLY</p> <p>UNPACKING STRATEGIC DESIGN: EXPLORING THE NATURE OF DESIGN ORIENTATION IN FIRMS</p>	<p>AGATA EWA WRÓBEL, CARINA LOMBERG & PHILIP CASH</p> <p>THE EFFECTS OF FACILITATOR'S NEUTRALITY ON TEAM'S EMERGENT STATES</p>	<p>MARIA J. OLTRA, P. COUGHLAN, V. HARGADEN & B. SEGURA-GARCIA DEL RIO</p> <p>INNOVATION IN THE AGRIFOOD SECTOR: EXPLOITING OPPORTUNITIES FOR INDUSTRY 4.0</p>	<p>ANDREAS POLTHIER, SABINE KUESTER & SERGEJ VON JANDA</p> <p>TURNING PROBLEMS INTO OPPORTUNITIES - HOW COMPANIES CAN LEVERAGE CUSTOMER COMPLAINTS FOR NEW PRODUCT DEVELOPMENT</p>	<p>TOBIAS EBBING, & CHRISTIAN LÜTHJE</p> <p>PRICING OF HOUSEHOLD SECTOR INNOVATION</p>

12:30 – 13:30

Outdoor Marquee main campus
Lunch

DAY I	Room : 324 Ken Edwards Building Track: 1 - Creativity in New Product Development Chair: Keith GOFFIN	Room : 526 Ken Edwards Building Track: 2 - Design Issues and Innovation by Design Chair: Armand HATCHUEL	Room : 527 Ken Edwards Building Track : 3 - Emerging and Early Research (Young Scholars Track) + 5 - Innovation Management in Start-ups, Small Firms and Collaborative Enterprises Chair: Helen PERKS	Room : Ogden Lewis Seminar Suite 2 Track: 4 - Engineering, Production and Supply Issues in Innovation and Product Development Chair: Bart VAN LOOY	Room : Ogden Lewis Seminar Suite 1 Track: 10 - Managing Sustainability in Innovation and Product Development Chair: Paul COUGHLAN
13:30 – 14:00	MICHAEL O'SULLIVAN & CON SHEAHAN SIMPLIFYING THE FUZZY FRONT-END AND MAXIMISING ITS OUTPUT FOR PRODUCT DEVELOPMENT MANAGEMENT	AHMAD BELTAGUI, ANDREW BELL & MARINA CANDI HARNESSING THE POWER OF EXPERIMENTATION THROUGH DESIGN THINKING AND AGILE METHODS	SILVIA SANASI, ANTONIO GHEZZI & ANGELO CAVALLO EXPERIMENTAL APPROACHES TO ENTREPRENEURSHIP AND THE SCIENTIFIC METHOD: A CRITICAL REVIEW AND COMPARISON	RIMA AL HASAN & PIETRO MICHELI CONFIGURATIONS FOR MANAGING THE INTERPLAY BETWEEN PROCESS IMPROVEMENT AND PRODUCT INNOVATION	HELEN GOWOREK & LYNN OXBORROW INTEGRATING SUSTAINABILITY IN NPD
14:00 – 14:30	TOBIAS KRUFFT, MICHAEL GAMBER & ALEXANDER KOCK THE SUCCESS OF IDEATOR'S ACTION STRATEGIES IN CORPORATE IDEATION PLATFORMS	CLAUDIO DELL'ERA, MATTIA BIANCHI, GIULIA CALABRETTA, MARINA CANDI, STEFANO MAGISTRETTI, ILEANA STIGLIANI & ROBERTO VERGANTI TRANSFORMATIONS BY DESIGN THINKING: EXPLORING THE VALUE OF DESIGN THINKING IN CONSULTING PROJECTS	JIN HAN, HAIBO ZHOU, SANDOR LOWIK, & PETRA DE WEERD-NEDERHOF BUILDING AND SUSTAINING EMERGING ECOSYSTEMS BY FOCAL NEW VENTURES: EVIDENCE FROM THE BIKE-SHARING INDUSTRY IN CHINA	SENDA BELKHOUJA & CORINE GENET TO WHAT EXTENT CROSS-FUNCTIONAL COLLABORATIONS IN THE EARLY STAGE OF INNOVATION AFFECT THE DECISION TO DEVELOP A NEW PRODUCT?	ROBERT KOK, YAO FU PAUL E.M. LIGTHART, ALLARD C.R. VAN RIEL & BEN DANKBAAR WHAT INFLUENCES MANUFACTURING FIRMS TO ADOPT SUSTAINABLE PROCESS TECHNOLOGIES? THE RELATIVE IMPORTANCE OF ECONOMIC AND INSTITUTIONAL DRIVERS

14:30 – 15:00	<p>RUI PATRICIO, ANTONIO MOREIRA & FRANCESCO ZURLO</p> <p>IMPROVING THE INNOVATION PROCESS THROUGH GAMIFICATION: AN EXPLORATORY CASE STUDY</p>	<p>FLORENCE JEANNOT, MAUD DAMPÉRAT, ELINE JONGMANS & ALAIN JOLIBERT</p> <p>TOWARD A DEEPER UNDERSTANDING OF THE MECHANISMS UNDERLYING DESIGN THINKING</p>	<p>SILVIA SANASI, ANTONIO GHEZZI & ANGELO CAVALLO</p> <p>BUSINESS MODEL CHANGE IN DIGITAL STARTUPS AND THE ADOPTION OF EXPERIMENTAL APPROACHES</p>	<p>HONORINE HARLE, SOPHIE HOOGE, PASCAL LEMASSON, KEVIN LEVILLAIN, BENOÎT WEIL, BULIN & MENARD</p> <p>THE MANAGEMENT NEEDS FOR AN INNOVATIVE DESIGN APPROACH AT THE SHOP FLOOR LEVEL: THE CASE OF THE AIRBUS' SAINT-NAZAIRE FACTORY</p>	<p>FENGSHU LI & PETRA ANDRIES</p> <p>THE EFFECT OF INNOVATION SUBSIDIES ON REGIONAL TRANSFORMATION: TAKING THE ECONOMIC TEXTURE INTO ACCOUNT</p>
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15:00 – 15:30	<p>Outdoor Marquee main campus Coffee break</p>
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<p style="text-align: center;">DAY I</p>	<p>Room : 324 Ken Edwards Building</p> <p>Track: 6 - Innovation Management for Resilience + 7 - Innovation Strategies and Leadership</p> <p>Chair: Ludwig BSTIELER</p>	<p>Room : 526 Ken Edwards Building</p> <p>Track: 1 - Creativity in New Product Development + 2 - Design Issues and Innovation by Design</p> <p>Chair: John CHRISTIANSEN</p>	<p>Room : 527 Ken Edwards Building</p> <p>Track: 19 - Social, Frugal and BoP Innovation + 10 - Managing Sustainability in Innovation and Product Development</p> <p>Chair: Tomoko KAWAKAMI</p>	<p>Room : Ogden Lewis Seminar Suite 2</p> <p>Track: 14 - New Trends and Ideas in Innovation + 20 - Theory Development in Innovation Research</p> <p>Chair: Gloria BARCZAK</p>	<p>Room : Ogden Lewis Seminar Suite 1</p> <p>Track: 15 - Open Innovation + 11 - Marketing, Markets and Users of Innovations</p> <p>Chair: Tommaso BUGANZA</p>
<p>15:30 – 16:00</p>	<p>PETRA DE WEERD-NEDERHOF, KOEN KUIJPERS, ISABELLA HATAK & MARJOLEIN CANIELS</p> <p>INDIVIDUAL RESILIENCE FOR INNOVATION: DOES CONTEXT MATTER?</p>	<p>STUART GRANT</p> <p>INSIGHT MOMENT: EXPLORING CUSTOMER NEEDS AND CUSTOMER INSIGHT GENERATION DURING NEW PRODUCT DEVELOPMENT. A SYSTEMATIC LITERATURE REVIEW</p>	<p>SASCHA KLEIN, SABRINA SCHNEIDER & PATRICK SPIETH</p> <p>SOCIAL BUSINESS MODELS: RIGID AND FLEXIBLE CONSEQUENCES OF STRATEGIC CHOICES</p>	<p>RAPHAELLE BARBIER, MAXIME THOMAS, BENOIT WEIL & PASCAL LE MASSON</p> <p>REVISITING THE MANAGEMENT OF TECHNOLOGY-PUSH SITUATIONS: MAXIMISING DISCOVERY AND INHIBITING SCREENING</p>	<p>ANNA-LENA HANKER, MONIKA SCHUHMACHER & TANJA WOLTZ</p> <p>CUSTOMER INTEGRATION IN NEW PRODUCT DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH SUGGESTIONS</p>
<p>16:00 – 16:30</p>	<p>PAOLA BELLIS & ROBERTO VERGANTI</p> <p>PAIRS AS PIVOTS OF INNOVATION: HOW COLLECTIVE SENSEMAKING BENEFITS FROM INNOVATING IN TWO</p>	<p>SABRINA FISCHENICH & KATRIN TALKE</p> <p>KNOW YOUR BRAND'S DESIGN DNA INTRODUCTION OF A PROFILING SCHEME TO CAPTURE THE AESTHETIC ATTRIBUTES AND SYMBOLIC ASSOCIATIONS OF INDIVIDUAL PRODUCTS AND PRODUCT PORTFOLIOS OVER TIME</p>	<p>WINFRED ONYAS, GRACE SOJOURNER & MARIAH N. NAKINTU</p> <p>ENTREPRENEURIAL SYNERGIES AND FRUGAL INNOVATION IN UGANDAN COMMUNITIES</p>	<p>DANIEL TRABUCCHI, ANTONELLA MORETTO, TOMMASO BUGANZA & ALAN MACCORMACK</p> <p>DISRUPTING THE DISRUPTORS OR ENHANCING THEM? HOW THE BLOCKCHAIN RE-SHAPES TWO-SIDED PLATFORMS</p>	<p>SARA GALEHBAKHTIARI, HELEN PERKS & SALLY MCKECHNIE</p> <p>UNDERSTANDING VALUE CO-CREATION IN ONLINE COMMUNITY-BASED INNOVATION CONTESTS WITHIN CULTURAL INDUSTRIES</p>
<p>16:30 – 17:00</p>	<p>MARIO PIEL & DENISE FISCHER</p> <p>ACT OUT OF THE BOX? INVESTIGATING THE ROLE OF CEO REGULATORY FOCUS IN STRATEGIC NON-CONFORMITY OF FIRMS</p>	<p>YUSUF DINC</p> <p>PRODUCT DEVELOPMENT IN ISLAMIC FINANCE AND BANKING IN SECULAR ECONOMIES</p>	<p>SHINSUKE TAHARA</p> <p>THE SUSTAINING OF SOCIAL INNOVATION THROUGH INTER-ORGANIZATIONAL LEARNING NETWORKS</p>	<p>JIALEI YANG & PIA HURMELINNA-LAUKKANEN</p> <p>CHANGING VIEWS ON INNOVATION APPROPRIABILITY: A SYSTEMATIC LITERATURE REVIEW</p>	<p>MARIA VAQUERO MARTIN</p> <p>CONSUMER PERCEPTIONS OF EXTERNAL PARTICIPATION IN NPD</p>

<p>19:00</p>	<p>National Space Centre, Exploration Drive, Leicester, LE4 5NS Conference Dinner</p>
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Tuesday, June 11, 2019

09:15 – 10:30	Peter Williams Lecture Theatre Keynote address
10:30 – 11:00	Outdoor Marquee main campus Coffee break

DAY 2	Room : 324 Ken Edwards Building Track: 7 - Innovation Strategies and Leadership Chair: Ann LEDWITH	Room : 526 Ken Edwards Building Track: 2 - Design Issues and Innovation by Design Chair: Christer KARLSSON	Room : 527 Ken Edwards Building Track: 16 - Organising New Product Development Chair: Hans KOLLER	Room : Ogden Lewis Seminar Suite 2 Track: 20 - Theory Development in Innovation Research Chair: Tommaso BUGANZA	Room : Ogden Lewis Seminar Suite 1 Track: 15 - Open Innovation Chair: Pietro MICHELI
11.00-11.30	ANNELIES GEERTS, FLOORTJE BLINDENBACH-DRIESSEN, KLAASJAN VISSCHER, PETRA DE WEERD-NEDERHOF & BART VAN LOOY DOES MARKET LEADERSHIP REQUIRE TECHNOLOGICAL LEADERSHIP IN EMERGING MARKETS?	NERMIN AZABAGIC, GERDA GEMSER & INGO KARPEN MAKING DESIGN VIABLE	HERBERT ENDRES & STEFAN HÜSIG WHO IS IN THE DRIVER SEAT OF THE DIGITAL INNOVATION PROCESS? THE ROLE OF CHAMPIONS IN DRIVING THE USAGE OF INNOVATION MANAGEMENT SOFTWARE	PAOLA BELLIS, JOSEPH PRESS, ROBERTO VERGANTI, TOMMASO BUGANZA, DANIEL TRABUCCHI, SILVIA MAGNANINI, FEDERICO PAOLO ZASA & ABRAHAM B. (RAMI) SHANI LEADERSHIP AND DESIGN IN INNOVATION: FROM PROCESS MANAGEMENT TO PEOPLE-OBJECT INTERACTION	KAI-UWE ADAMS & HANS KOLLER OPEN INNOVATION: POTENTIAL OF ONLINE COMMUNITIES TO GENERATE PRODUCT INNOVATIONS – THE EXAMPLE OF SONY ALPHA CAMERAS

11:30 – 12:00	<p>SOFIA RITZÉN & SUSANNE NILSSON</p> <p>MANAGING DIVERSITY AND INCLUSION TO SUPPORT AMBIDEXTERITY</p>	<p>CHIPTEN VALIBHAY, PASCAL LE MASSON & BENOÎT WEIL</p> <p>THE 'DISTINCTIVE CAPACITY': MANAGING THE INVENTION PROCESS BY MANAGING THE PRIOR ART</p>	<p>TOMOKO KAWAKAMI, SEICHI FUJII & TOMOYA NAKAMURA</p> <p>ORGANIZATIONAL CULTURE, STRUCTURE AND PROCESS AS THE ANTECEDENTS OF SERIAL INNOVATORS</p>	<p>PINAR CANKURTARAN & MICHAEL BEVERLAND</p> <p>INNOVATING AUTHENTICALLY: A QUALITATIVE META-SYNTHESIS</p>	<p>AYSEGUL EDA KOP</p> <p>HOW SOCIAL MEDIA CHANNELS CAN BE USED DURING NPD BY B2B AND B2C COMPANIE</p>
12:00 – 12:30	<p>GIULIA CALABRETTA & GERDA GEMSER</p> <p>CONTAGION THROUGH MATERIALITY: A PARADOX PERSPECTIVE ON COLLECTIVE ACCEPTANCE OF INNOVATION STRATEGIES</p>	<p>AHMAD BELTAGUI, ACHILLEAS SESIS & NIKOLAOS STYLOS</p> <p>3D PRINTING, MAKERSPACES AND INNOVATION: A BRICOLAGE PERSPECTIVE</p>	<p>FIONA SCHWEITZER & THOMAS GILLIER</p> <p>AN IDEA'S VALUE IS IN THE EYE OF THE BEHOLDER: THE ROLES OF COGNITIVE STYLES AND LEEWAY IN CRITERIA USE IN NPD IDEA EVALUATION PROCESSES</p>	<p>HERBERT ENDRES, ROLAND HELM & MICHAEL DOWLING</p> <p>SENSING IN THE DIGITAL AGE: HOW FORMAL EXTERNAL KNOWLEDGE SOURCES AFFECT SENSING UNDER DIFFERENT DYNAMIC ENVIRONMENTS</p>	<p>JACQUELINE PRASUHN & STEFFEN STRESE</p> <p>BEYOND THE LIKE: AN EMPIRICAL INVESTIGATION OF SOCIAL MEDIA ENABLED OPEN INNOVATION AND NEW PRODUCT DEVELOPMENT PERFORMANCE</p>

12:30 – 13:30	<p>Outdoor Marquee main campus Lunch</p>
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<p style="text-align: center;">DAY 2</p>	<p>Room : 324 Ken Edwards Building</p> <p>Track: 7 - Innovation Strategies and Leadership</p> <p>Chair: Jelena SPANJOL</p>	<p>Room : 526 Ken Edwards Building</p> <p>Track: 2 - Design Issues and Innovation by Design</p> <p>Chair: Pascal LE MASSON</p>	<p>Room : 527 Ken Edwards Building</p> <p>Track: 16 - Organising New Product Development + 17 - Radical Innovation</p> <p>Chair:</p>	<p>Room : Ogden Lewis Seminar Suite 2</p> <p>Track: 13 - New Methods and Methodological Issues in Innovation Research + 18 - Service Innovation and New Service Development</p> <p>Chair: Jennie BJÖRK</p>	<p>Room : Ogden Lewis Seminar Suite 1</p> <p>Track: 15 - Open Innovation</p> <p>Chair: William GREEN</p>
<p>13:30 – 14:00</p>	<p>CARSTEN KAUFMANN, ALEXANDER KOCK & HANS GEORG GEMÜNDEN</p> <p>REAL OPTIONS THINKING AS BEHAVIORAL ATTITUDE TO IMPROVE PORTFOLIO INNOVATIVENESS AND PORTFOLIO SUCCESS</p>	<p>LIANNE SIMONSE, DASHA SIMONS & ZUSANNA SKALSKA</p> <p>STRATEGIC FRAMING OF TREND FORESIGHT</p>	<p>JOHN K.CHRISTIANSEN & MARTA GASPARIN</p> <p>DRAWING THINGS TOGETHER IN THE FUZZY FRONT END WITH BLACK-BOXES</p>	<p>FEDERICO ARTUSI & EMILIO BELLINI</p> <p>DESIGN AND CUSTOMER EXPERIENCE: EMBODYING A NEW MEANING INTO A NEW SERVICE SOLUTION</p>	<p>ERICA MAZZOLA, MARIANGELA PIAZZA & GIOVANNI PERRONE</p> <p>CORPORATE VENTURE CAPITAL SYNDICATION STRATEGIES: A DYNAMIC NETWORK PERSPECTIVE</p>
<p>14:00 – 14:30</p>	<p>ARIANE SEGELITZ-KARSTEN, RONNY REINHARDT, GIANFRANCO WALSH, NADINE HIETSCHOLD & SEBASTIAN GURTNER</p> <p>ATTITUDE TOWARDS LOW-END AND HIGH-END INNOVATION</p>	<p>PERTTI SAARILUOMA, SAMEER DATYE & JAANA LEIKAS</p> <p>YOUNG ELDERLY: TECHNOLOGY FOR LEVERAGING BUSINESS POTENTIAL WITH CHANGING FORMS OF LIFE</p>	<p>GUIHAN KO, DEBORAH ROBERTS & HELEN PERKS</p> <p>APPLYING THE EFFECTIVE CUSTOMER CO-CREATION ACTIVITIES IN THE FUZZY FRONT END OF NEW PRODUCT DEVELOPMENT</p>	<p>ZSOFIA TOTH, JAN DUL & SERGE RIJSDIJK</p> <p>NECESSITY THINKING IN NEW PRODUCT AND SERVICE INNOVATION: CONCEPTUAL REVIEW, RESEARCH AGENDA AND METHODOLOGICAL CHALLENGES USING NECESSARY CONDITION ANALYSIS (NCA)</p>	<p>TETYANA MELNYCHUK, CARSTEN SCHULTZ & ALEXANDER WIRSICH</p> <p>EFFECTS OF UNIVERSITY-INDUSTRY COLLABORATIONS IN BASIC RESEARCH ON DIFFERENT STAGES OF PHARMACEUTICAL NEW PRODUCT DEVELOPMENT</p>
<p>14:30 – 15:00</p>	<p>REMCO SIEBELINK, ERWIN HOFMAN, JOHANNES I.M. HALMAN & INGO NEE</p> <p>SWOT VERSUS SCENARIO: AN EXPERIMENT ON STRATEGIC OPTION IDENTIFICATION</p>	<p>MOHD AHSAN KABIR RIZVI, MAN HANG YIP & ENG KIANG CHEW</p> <p>DESIGNING FOR CHANGING SOCIETAL REQUIREMENTS - AN INTEGRATED DESIGN FRAMEWORK FOR PRODUCT-SERVICE SYSTEMS</p>		<p>JUDITH BEHRENS & CHRISTIAN RÖHM</p> <p>HOW DOES FAMILY INVOLVEMENT IN TOP MANAGEMENT TEAMS IMPACT EXPLORATION AND EXPLOITATION? THE ROLE OF FAULTLINES AND NON-ECONOMIC GOALS</p>	<p>ERICA MAZZOLA, MARIANGELA PIAZZA & GIOVANNI PERRONE</p> <p>THE SIGNALLING EFFECT OF DISRUPTIVE INNOVATION TO DIFFERENT VENTURE CAPITAL INVESTORS</p>

15:00 – 15:30	Outdoor Marquee main campus Coffee break
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DAY 2	Room : 324 Ken Edwards Building Track: 17 - Radical Innovation Chair: Abbie GRIFFIN	Room : 526 Ken Edwards Building Track: 2 - Design Issues and Innovation by Design Chair: Keith GOFFIN	Room : 527 Ken Edwards Building Track: 16 - Organising New Product Development Chair: Gloria BARCZAK	Room : Ogden Lewis Seminar Suite 2 Track: 12 - Networks and Alliances in NPD + 13 - New Methods & Methodological Issues in Innovation Research Chair: Charles NOBLE	Room : Ogden Lewis Seminar Suite 1 Track: 15 - Open Innovation Chair: John CHRISTIANSEN
15:30 – 16:00	DANIEL AMANN, INGRID KIHLLANDER & MATS MAGNUSSON DISRUPTIVE INNOVATION BARRIERS: EXPLORING VALUE NETWORK INERTIA IN COMPLEX LOW-VOLUME PRODUCTS	CAROLINE JOBIN, SOPHIE HOOGE & PASCAL LE MASSON HOW PROOF-OF-CONCEPT (POC) CAN MAKE PEOPLE BE MORE GENERATIVE? – UNCOVERING THE SISMO'S DESIGN OF 'GENERATIVE POC'S'	HENDRO ADIARSO TJATURPRIONO, KEITH GOFFIN & ANDREY PAVLOV UNRAVELING THE ROUTINES IN NEW PRODUCT DEVELOPMENT PORTFOLIO MANAGEMENT	JANINA MILENA GOLDBERG & HOLGER SCHIELE ASSESSING SUPPLIER INNOVATIONS: WHICH SIDE OF THE SCALE WEIGHS HEAVIER - THE QUALITY OF THE INNOVATION IDEA OR THE INNOVATION IMPLEMENTATION ABILITY OF THE SUPPLIER?	WOLFGANG GERSTLBERGER, EVA RIIS & TINA LUNDØ TRANEKJER HOW CAN GOVERNANCE OF OPEN INNOVATION PROJECTS GENERATE VALUE IN ORGANISATIONS?
16:00 – 16:30	FEDERICO ARTUSI & EMILIO BELLINI EMBODYING AN INNOVATIVE VISION INTO A NEW SERVICE'S DAILY PRACTICES	REBECCA LIU & LUCA MANNHARDT DESIGN THINKING AND BUSINESS MODEL INNOVATION	TOBIAS ROETH & PATRICK SPIETH THE INTERACTION OF POLITICAL AND RATIONAL DECISION- MAKING PROCESSES: A BEHAVIORAL PERSPECTIVE ON AGILITY IN INNOVATION PORTFOLIO MANAGEMENT	AHMAD KHRAISHI, FAHIAN HUQ & ANTONY PAULRAJ OFFSHORE OUTSOURCING INNOVATION: AN EMPIRICAL INVESTIGATION OF DYADIC COMPLEMENTARITY WITHIN SMES	JULIA KROH & CARSTEN SCHULTZ IS STAKEHOLDER INTEGRATION A MEAN TO DEAL WITH COMPLEXITY IN URBAN INNOVATION PROJECTS? THE ROLE OF STAKEHOLDERS' ATTITUDE
16:30 – 17:00	AGATHE GILAIN, PASCAL LE MASSON, KEVIN LEVILLAIN, YANNICK MARIN & BENOÎT WEIL HOW TO ENHANCE THE PROFITABILITY OF YOUR PROJECT PORTFOLIO – BY REDUCING UNCERTAINTY OR EXPLORING THE UNKNOWN?	STEFANO MAGISTRETTI & CLAUDIO DELL'ERA ENLIGHTENING THE OPPORTUNITIES ENABLED BY DIGITAL TECHNOLOGIES THROUGH DESIGN THINKING	MIIA MARTINSUO & LAURI VUORINEN UNCERTAINTIES AND DYNAMICS IN THE PRACTICE OF INNOVATION PROJECT PORTFOLIO MANAGEMENT	PAUL COUGHLAN, ANA CAROLINA, MAGANHA DE ALMEIDA, KATRIN DREYER-GIBNEY & AONGHUS MCNABOLA LEARNING TO INNOVATE THROUGH ACTION LEARNING, COLLABORATIVE PROTOTYPING AND DEMONSTRATION	CHRISTIAN RESCH & ALEXANDER KOCK GENERALISTS OR SPECIALISTS – WHO HAS NEW IDEAS? THE INTERACTION BETWEEN KNOWLEDGE BREADTH AND BROKER STATUS IN ONLINE MAKER COMMUNITIES

17:00 – 18:00

Peter Williams Lecture Theatre

Closing Session

- Best Paper Awards
- Outlook to the 2020 Conference
- Closing