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**22nd   
Innovation and Product Development Management Conference**

**June 14-16, 2015  
Copenhagen, Denmark**

**PROGRAMME**

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|  | | **Sunday June 14, 2015** |
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| **17.00-19.00** | **Welcome Reception: Balcony Solbjerg Plads 3, 2000, Frederiksberg**  Chairman of IPDMC Organizing Committee: Professor Christer Karlsson  Joint Conference Chairs: John Christiansen and Abbie Griffin  Local Organizing Chair: Claus Varnes | |

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|  | | **Monday June 15, 2015** |
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| **08:00-08:45** | **Registration, CBS, Solbjerg Plads 3, 2000, Frederiksberg** | |
| **08:45-09:15** | **Opening & Welcome (SPs01)**  Dean of Research, CBS: Peter Mølgaard  Chairman of IPDMC Organizing Committee: Professor Christer Karlsson  Joint Conference Chairs: John Christiansen and Abbie Griffin  Local Organizing Chair: Claus Varnes | |
| **09:15-10:00** | **Keynote addresses - SPs01**  *Development of a successful product series at Lego.* *Camilla Jeppesen, Marketing Manager, Lego,* | |
| **10:00-10:30** | ***Coffee break*** | |

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| **Parallel Session Monday 15 (10:30 – 12.30)** | | | | | | | | | |
| **Room 1: SP112** | | **Room 2: SP113** | **Room 3: SP114** | **Room 4: SP207** | **Room 5: SP208** | **Room 6: SP210** | **Room 7: SP212** | **Room 8: SP213** | **Room 9: SP214** |
| ***Track A*:**  **Organizing PD (I)** | | ***Track A*:**  **Organizing PD (II)** | ***Track T*: Innovation Theories (I)** | ***Track D*:**  **Radical Innovation (I)** | ***Track E*:**  **Marketing and Users (I)** | ***Track F*:**  **Managing Knowledge in PD (I)** | ***Track G*:**  **Creativity in PD (I)** | ***Track O*:**  **Sustainability(I)** | ***Track I*:**  **Networks and Alliances in PD (I)** |
| ***Gloria  BARCZAK*** | | ***Thomas HUSTAD*** | ***Hans  KOLLER*** | ***John K. CHRISTIANSEN*** | ***Abbie  GRIFFIN*** | ***Keith  GOFFIN*** | ***Pascal  LE MASSON*** | ***Tomoko KAWAKAMI*** | ***Anthony  Di BENEDETTO*** |
| CONTRASTING PLATFORM THINKING AND PRODUCT MODULARIZATION: A SURVEY OF SWEDISH PRODUCT DEVELOPMENT PRACTICES  ***BOER HENRIKE ENGELE ELISABETH, (AALBORG UNIVERSITY - DENMARK) - MAGNUS PERSSON*** | | FORMALIZATION AND CENTRALIZATION AS ANTECEDENTS AND MODERATORS OF NPD PORTFOLIO PLANNING  ***CARBONELL PILAR, (YORK UNIVERSITY - CANADA) - ANA I. RODRIGUEZ ESCUDERO*** | UNDERSTANDING EMERGING MARKET COMPANIES AND CUSTOMERS: AN EMPIRICAL STUDY OF INNOVATION CONSTRUCTS FOR NEW PRODUCT DEVELOPMENT  ***BREM ALEXANDER, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - NIVEDITA AGARWAL AND MICHAEL GROTTKE*** | MOVING BEYOND THE MYTH OF CROWDSOURCING THE CONTRIBUTION OF CIRCLES IN THE DEVELOPMENT OF RADICALLY-NEW MEANINGS  ***ALTUNA NAIARA, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - CLAUDIO DELL'ERA PAOLO LANDONI ROBERTO VERGANTI*** | LEAD USER IN THE MEDICAL HOMECARE INDUSTRY  ***GROß DOMINIQUE-PASCAL, (UNIVERSITY OF THE FEDERAL ARMED FORCES HAMBURG - GERMANY) - HANS KOLLER*** | KNOWLEDGE CONVERSION PROCESSES AS ENABLERS OF FIRM CREATIVITY AND FIRM PERFORMANCE: MEDIATION THROUGH ORGANIZATIONAL SOCIAL CAPITAL  ***DURMUSOGLU SERDAR, (UNIVERSITY OF DAYTON - U.S.A.) - DILEK ZAMANTILI NAYIR KAREN WANG*** | SUPPORTING DECISIONS IN THE EARLY STAGES OF NEW PRODUCT DEVELOPMENT – THE ROLE AND THE POWER OF PATENT INTELLIGENCE  ***MAURI FABRIZIA, (CARLO CATTANEO UNIVERSITY - ITALY) - RAFFAELLA MANZINI DIANA ROVATI*** | WHAT DRIVES INNOVATION WITH AN ENVIRONMENTAL IMPACT AND HOW DOES IT IMPACT PRODUCT INNOVATION PERFORMANCE?  ***GODUSCHEIT RENÉ CHESTER, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - WOLFGANG GERSTLBERGER METTE PRÆST KNUDSEN*** | THE CHALLENGES OF BEING TWO FOR INNOVATION  ***BRØDE JEPSEN LISBETH, (BUSINESS ACADEMY SOUTH WEST - DENMARK) - TINA LUNDØ TRANEKJER METTE PRÆST KNUDSEN*** |
| EXPERIENCE-BASED LEARNING AND CYCLE TIME REDUCTION FOR INCREMENTAL AND NEW-TO-THE-FIRM PRODUCT DEVELOPMENT PROJECTS  ***CANKURTARAN PINAR, (DELFT UNIVERSITY OF TECHNOLOGY - NETHERLANDS) - SERGE RIJSDIJK FRED LANGERAK*** | | VIRTUAL KNOWLEDGE BROKERS: SAME, SAME, BUT DIFFERENT!  ***SCHUHMACHER MONIKA, (UNIVERSITY OF MANNHEIM - GERMANY) - TOBIAS SCHAEL, WOLFGANG PETRICH, SABINE KUESER*** | KIN-DIRECTED COOPERATION MAY IMPACT INNOVATIVE POTENTIAL AND BUSINESS MODELS IN FAMILY FIRMS: SOME EVOLUTIONARILY BASED HYPOTHESES  ***JASIENSKI MICHAL, (NOWY SACZ BUSINESS SCHOOL - NATIONAL LOUIS UNIVERSITY - POLAND) -*** | AN EMPIRICAL TEST OF DIVERGENT THINKING AND ITS IMPACT ON ORGANIZATIONAL MARKET VISIONING COMPETENCE  ***REID SUSAN, (BISHOP'S UNIVERSITY - CANADA) - ULRIKE DE BRENTANI*** | MAGIC MOMENTS: WHEN CUSTOMER INSIGHTS EMERGE  ***SAKELLARIOU EVY, (THE AMERICAN COLLEGE OF GREECE - GREECE) - KALIPSO KARANTINOU KEITH GOFFIN*** | THE TECHNICAL OBJECT AS A RESOURCE OF IMAGINARIES STIMULATION- THE CASE OF TWIZY IN THE AUTOMOTIVE INDUSTRY  ***LE DU LAURA, (ENSMP - ECOLE NATIONALE SUPÉRIEURE DES MINES DE PARIS - FRANCE) - SOPHIE HOOGE, PASCAL LE MASSON*** | EMPLOYEES AS A SOURCE OF INNOVATION: ANTECEDENTS OF PARTICIPATION IN IDEA GENERATION AND IMPLEMENTATION PHASES  ***PELLIZZONI ELENA, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - TOMMASO BUGANZA*** | IS THAT A GREEN HALO…? WILL ADDING A GREEN PRODUCT IN THE PRODUCT PORTFOLIO AFFECT GREEN PERCEPTIONS OF A NON-GREEN PRODUCT  ***KUMAR MINU, (SAN FRANCISCO STATE UNIVERSITY - U.S.A.) - JANELL TOWNSEND BERK TALAY*** | GOVERNANCE OF COLLABORATIVE INNOVATION PROJECTS IN CONSORTIA: A MULTIPLE-CASE STUDY ANALYSIS  ***COLETTI MICHELE, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - LORENZO BARBERO PAOLO LANDONI RAFFAELLA CAGLIANO*** |
| FORESIGHT CAPABILITIES AS DRIVER FOR ORGANIZATIONAL CHANGE AND NEW PRODUCT DEVELOPMENT  ***EHLS DANIEL, (HAMBURG UNIVERSITY OF TECHNOLOGY - GERMANY) -  MEIR-EWERT CHRISTINA*** | | THE ROLE OF MARKETING LOGICS IN THE SELECTION OF INNOVATIONS IN NPD  ***ONARHEIM BALDER, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - GORM GABRIELSEN BO T. CHRISTENSEN*** | CHANGE FROM WITHIN: THE ROLE OF TTOS IN ESTABLISHING AN INTRA-UNIVERSITY ENTREPRENEURIAL ECOSYSTEM FROM A MARKETING PERSPECTIVE  ***KESTING TOBIAS, (MUENSTER UNIVERSITY - GERMANY) - BERND WURTH*** | PROGRAM LEVEL INFLUENCE OF MARKET VISIONING COMPETENCE AND MARKET VISION ON BEFORE-LAUNCH STAGE PERFORMANCE  ***THONGPRAVATI ONNIDA, (SWINBURNE UNIVERSITY OF TECHNOLOGY - AUSTRALIA) - MIKE REID*** | USER EXPERIENCE IN TECHNOLOGY INVESTMENT DECISIONS OF INDUSTRIAL FIRMS  ***SUNDBERG HANNA-RIIKKA, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) - MARKO SEPPÄNEN*** | SALESPERSONS’ MARKET INTELLIGENCE ACTIVITIES IN NEW PRODUCT DEVELOPMENT  ***RAUCH ANDREAS, (UNIVERSITY OF MANNHEIM - GERMANY) - SABINE KUESTER*** | THE INTERPLAY OF OPERATIONS, MARKETING, AND PRODUCT INNOVATION: A DYNAMIC AND INTERDEPENDENT SIMULATION DECISION MODEL  ***VAN DEN BROEKE MAUD, (VLERICK BUSINESS SCHOOL - BELGIUM) - BART DEVOLDERE STEFAN CREEMERS ROBERT BOUTE*** | HARNESSING DIFFERENCE: A CAPABILITY-BASED FRAMEWORK FOR ENGAGING STAKEHOLDERS IN SUSTAINABILITY INNOVATION  ***WATSON ROSINA, (CRANFIELD UNIVERSITY / U.K.) HUGH WILSON  PALIE SMART EMMA MACDONALD*** | CORPORATE ACCELERATORS: USING OPEN INNOVATION TO BUILD BRIDGES BETWEEN STARTUPS AND GIANTS  ***KOHLER THOMAS, (HAWAII PACIFIC UNIVERSITY - U.S.A.) -*** |
| **12:30-13:30** | ***Lunch, second floor, Kantinen, SP*** | | | | | | | | |

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| **Parallel Session Monday 15 (13:30 – 15.30)** | | | | | | | | | |
| **Room 1: SP112** | | **Room 2: SP113** | **Room 3: SP114** | **Room 4: SP207** | **Room 5: SP208** | **Room 6: SP210** | **Room 7: SP212** | **Room 8: SP213** | **Room 9: SP214** |
| ***Track A*:**  **Organizing PD (III)** | | ***Track A*:**  **Organizing PD (IV)** | ***Track C*: Innovation Strategies and Leadership (I)** | ***Track D*:**  **Radical Innovation (II)** | **Track E: Marketing and Users (II)** | ***Track F*:**  **Managing Knowledge in PD (II)** | ***Track G*:**  **Creativity in PD (II)** | ***Track O*:**  **Sustainability (II)** | ***Track I*:**  **Networks and Alliances in PD (II)** |
| ***Keith  GOFFIN*** | | ***Tomoko KAWAKAMI*** | ***Helen  PERKS*** | ***Armand HATCHUEL*** | ***Abbie***  ***GRIFFIN*** | ***Claus***  ***VARNES*** | ***Thomas HUSTAD*** | ***Hans  KOLLER*** | ***Petra DE WEERD-NEDEROF*** |
| THE GREATEST OF FAULTS IS TO BE CONSCIOUS OF NONE: EXPLORING DECISION ERRORS IN REVIEWING INNOVATION PROJECTS  ***REINARTZ DOMINIK, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER*** | | PIONEERING THE COMBINED USE OF AGILE AND STAGE-GATE MODELS IN NEW PRODUCT DEVELOPMENT – CASES FROM THE MANUFACTURING INDUSTRY  ***DAALHUIZEN JAAP, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN*** | ORGANIZATIONAL DIMENSIONS OF BUSINESS MODEL INNOVATION: THE CASE OF THE EUROPEAN POSTAL INDUSTRY  ***BOGERS MARCEL, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - KRISTIAN SUND, JUAN ANDREI VILLARROEL*** | EFFECTUATION OR CAUSATION AS THE KEY TO CORPORATE VENTURE SUCCESS? INVESTIGATING EFFECTS OF ENTREPRENEURIAL BEHAVIORS ON BUSINESS MODEL INNOVATION AND VENTURE PERFORMANCE  ***MILLEMANN JAN ANDRE, (SAARLAND UNIVERSITY - GERMANY) - JOCHEN SCHMIDT FABIAN FUTTERER SVEN HEIDENREICH*** | THANKS, BUT NO, THANKS! THE PITFALLS OF INVITING CUSTOMERS TO CO-CREATE WITH FIRMS  ***TALKE KATRIN, (TECHNICAL UNIVERSITY OF BERLIN - GERMANY) - KATHRIN URBAN*** | STAY OUT OF MY WAY!  EFFECTIVE ORGANIZATION OF IP MANAGEMENT IN MULTI-BUSINESS COMPANIES  ***ANDRIES PETRA, (GHENT UNIVERSITY - BELGIUM) - DRIES FAEMS ALBERTO DI MININ*** | NUDGING CREATIVITY: THE EFFECT OF PRIMING ON INDIVIDUAL IDEATION  ***AGOGUE MARINE, (HEC MONTREAL - CANADA) - MATHIEU CASSOTTI, SOPHIE HOOGE, BÉATRICE PARGUEL*** | DO RESOURCE CONSTRAINTS TRIGGER OR HAMPER INNOVATION? A LONGITUDINAL STUDY OF UK HIGH-TECH FIRMS  ***LIU REBECCA, (LANCASTER UNIVERSITY / MANAGEMENT SCHOOL - U.K.) - JOSH SIEPEL*** | THE RELATIONSHIP PROMOTER: TRUST SUBSTITUTE IN NPD COLLABORATION  ***PEMARTÍN MARÍA, (MURCIA UNIVERSITY - SPAIN) - GREGORIO SÁNCHEZ-MARÍN JOSÉ LUIS MUNUERA-ALEMÁN*** |
| DECISION MAKING PROCESSES FOR GLOBAL PRODUCT DEVELOPMENT – A CASE STUDY  ***SOENDERGAARD ERIK, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN*** | | DOES USER-INNOVATION THEORY EXPLAIN EMPLOYEES’ BOOTLEGGING BEHAVIOR? AN EMPIRICAL INVESTIGATION OF A NOVEL THEORETICAL APPROACH  ***GLOBOCNIK DIETFRIED, (GRAZ KARL-FRANZENS UNIVERSITY - AUSTRIA) -*** | AN ANALYSIS OF OPEN INNOVATION AS COMPETITIVE ADVANTAGE IN AN INDUSTRY: AN AGENT-BASED SIMULATION  ***RISOM JEPERSEN KRISTINA*** | ORTHOGONAL TWO-SIDED MARKETS: STRATEGIES AND NEW OPPORTUNITIES THORUGH BREAKTHROUGH INNOVATIONS  ***BUGANZA TOMMASO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - DANIEL TRABUCCHI*** | TEACHING CUSTOMER INVOLVEMENT IN INNOVATION PROJECTS– A ROLE PLAY SIMULATION  ***LARBIG CHRISTINE, (CENTRAL SWITZERLAND UNIVERSITY OF APPLIED SCIENCES - SWITZERLAND) - CHRISTINA NEYLAN*** | INTELLECTUAL PROPERTY: TENSION ON OPEN INNOVATION?  ***GUDERIAN CARSTEN, (WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT - GERMANY) - PETER M. BICAN ANNE K. RINGBECK*** | HOW TASK INSTRUCTIONS IMPACT THE CREATIVITY OF DESIGNERS AND ORDINARY PARTICIPANTS IN ONLINE IDEA GENERATION?  ***CHAFFOIS CÉDRIC, (GRENOBLE ECOLE DE MANAGEMENT - FRANCE) - THOMAS GILLIER YANNIG ROTH MUSTAPHA BELKHOUJA*** | SPEEDING UP BUSINESS MODEL INNOVATION IN LARGE OEMS WITH ENTREPRENEURSHIP METHODS. PROCESS AND ORGANIZATIONAL IMPLICATIONS IN THE DESIGN OF A BUSINESS MODEL FOR PRODUCT SERVICE SYSTEMS (PSS)  ***NYSTRÖM THOMAS, (VIKTORIA SWEDISH ICT - SWEDEN) - MATS WILLIANDER,  MARCUS LINDER*** | THE RELATIONSHIP BETWEEN OUTSOURCING AND INNOVATION PERFORMANCE IN UK FURNITURE MANUFACTURING  ***READMAN JEFF, (UNIVERSITY OF BRIGHTON - U.K.) -*** |
| HINDSIGHT IS EASIER THAN FORESIGHT: THE ADVANTAGES OF ‘HYBRID’ GATE TIMING  ***VAN OORSCHOT KIM, (BI NORWEGIAN BUSINESS SCHOOL - NORWAY) - KATRIN ELING FRED LANGERAK*** | | THE DIFFERENTIAL EFFECTS OF ORGANIZATIONAL PROCESS INNOVATION AND TECHNOLOGICAL PROCESS INNOVATION ON PRODUCT INNOVATION PERFORMANCE AND OPERATIONAL EFFICIENCY  ***KOK ROBERT, (RADBOUD UNIVERSITY - NETHERLANDS) - PAUL E.M. LIGTHART, PETER M.M. VAESSEN, BEN DANKBAAR*** | RECONSIDERING INNOVATION ADOPTION: INSIGHTS FROM CONSUMER CULTURE THEORY  ***BEVERLAND MICHAEL, (BATH UNIVERSITY - U.K.) - MARIA SAAKSJARVI AVI SHANKAR*** |  | DEMOCRATIZING JOURNALISM – HOW USER-GENERATED CONTENT AND USER COMMUNITIES AFFECT PUBLISHERS’ BUSINESS MODEL  ***ZENG MICHAEL ANDREAS, (UNIVERSITY OF THE FEDERAL ARMED FORCES HAMBURG - GERMANY) - BIANCA DENNSTEDT HANS KOLLER BENJAMIN SCHULTE*** | INNOVATING TO LEARN: INNOVATION CONTESTS TO BUILD ORGANIZATIONAL CAPABILITY  ***FIXSON SEBASTIAN, (BABSON COLLEGE - U.S.A.)*** | CREATIVE BOARD GAME DEVELOPMENT FROM THE GAME AUTHORS’ PERSPECTIVE  ***PLANK SARAH, (UNIVERSITY OF INNSBRUCK - AUSTRIA) - ANIKA ERLACHER VALENTINA ZABURUNOVA SOPHIE JOCHBERGER JULIA HAMANN*** |  | EFFECTS OF UNIVERSITY INDUSTRY COLLABORATION ON TECHNOLOGICAL NEWNESS  ***WIRSICH ALEXANDER, (UNIVERSITY OF KIEL - GERMANY) - KOCK STRUMANN SCHULTZ*** |
| **15:30-16:00** | ***Coffee break*** | | | | | | | | |
| **Parallel Session Monday 15 (16:00 – 17: 30)** | | | | | | | | | |
| **Room 1: SP112** | | **Room 2: SP113** | **Room 3: SP114** | **Room 4: SP207** | **Room 5: SP208** | **Room 6: SP210** | **Room 7: SP212** | **Room 8: SP213** | **Room 9: SP214** |
| ***Track A*:**  **Organizing PD (V)** | | ***Track T*:**  **Innovation Theories (II)** | ***Track C*: Innovation Strategies and Leadership (II)** | ***Track G*:**  **Creativity in PD (III)** | ***Track E*:**  **Marketing and Users (III)** | ***Track F*:**  **Managing Knowledge in PD (III)** |  | ***Track L*:**  **Innovation Management in Start-ups and Small Firms (I)** | ***Track P*:**  **Research by Young Scholars (I)** |
| ***Anthony Di BENEDETTO*** | | ***Helen  PERKS*** | ***Ludwig BSTIELER*** | ***Armand HATCHUEL*** | ***Abbie  GRIFFIN*** | ***Erik Jan HULTINK*** |  | ***Albert  DAVID*** | ***Thomas HUSTAD*** |
| HOW DOES MANUFACTURING LOCATION MATTER FOR INNOVATION IN THE FASHION INDUSTRY?  ***ABECASSIS-MOEDAS CELINE, (CATHOLIC UNIVERSITY OF PORTUGAL - PORTUGAL) - VALERIE MOATTI*** | | THE BIG IMPACT OF ACTIVITIES DURING FUZZY FRONT END ON NPD PROJECT SUCCESS: A COMPARATIVE STUDY BETWEEN KOREAN AND JAPANESE MANUFACTURERS  ***NAGAHIRA AKIO, (TOHOKU UNIVERSITY - JAPAN) - MAMMETSEYIDOV RUSLAN, SUMIE ISHIHARA*** | PAST PERFORMANCE AND NEW MARKET ENTRY IN THE VIDEO GAMES INDUSTRY  ***GEMSER GERDA, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) - FREDERIK SITUMEANG NACHOEM WIJNBERG MARK LEENDERS*** | OPEN INNOVATION PERFORMANCE DIFFERENCES OF USER AND SUPPLIER CO-CREATION  ***BAK FACCINI DANIEL, (AARHUS UNIVERSITY, SCHOOL OF BUSINESS AND SOCIAL SCIENCES - DENMARK) - KRISTINA RISOM JESPERSEN  RUNE BYSTED*** | COMPLEXITY EXPECTATIONS AND PURCHASE INTENT OF RADICAL NEW PRODUCTS:  AN EMPIRICAL STUDY OF WEARABLE DEVICES  ***KAWAKAMI TOMOKO, (KANSAI UNIVERSITY - JAPAN) - MARK E. PARRY*** | THE IMPACT OF OPEN INNOVATION CLIMATE AND IT RESOURCES ON IT ARTIFACT USE AND OU TCOMES IN THE NPD PROCESS  ***REID MIKE, (RMIT UNIVERSITY - AUSTRALIA) -  ERIK JAN HULTINK TUCKER MARION GLORIA BARCZAK*** |  | **INNOVATION CONTEST FOR NPD IN SMES: AN IN-DEPTH RETROSPECTIVE CASE STUDY**  ***ALFARO JOSE, (UNIVERSITY OF NAVARRA - SPAIN) - RODRIGUEZ FERRADAS, MARIA ISABEL SANDULLI, FRANCESCO*** | **FUZZY FRONT END IN NEW PRODUCT DEVELOPMENT: DOES SIZE MATTER?**  ***GOMES SALGADO EDUARDO, (UNIVERSITY OF GLASGOW - BRAZIL) - ROB DEKKERS MARIA IOANNA KOUKOU*** |
| QUESTIONING IN DISTRIBUTED PRODUCT DEVELOPMENT TEAMS: SUPPORTING SHARED UNDERSTANDING  ***CASH PHILIP, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN*** | | RETHINKING IDEA ASSESSMENT: THE GENERATIVE APPROACH  ***SUKHOV ALEXANDRE, (KARLSTAD UNIVERSITY - SWEDEN) - PETER MAGNUSSON LARS E. OLSSON*** | EXPLORING THE MERITS OF INTERNAL OUTSOURCING TO INCREASE EFFECTIVENESS AND EFFICIENCY IN IDEA SCREENING  ***NETZ JOHAN, (KARLSTAD UNIVERSITY - SWEDEN) - ALEXANDER SUKHOV  PETER R. MAGNUSSON*** | EVERTHING COMMUNITY? DESTRUCTIVE PROCESSES IN COMMUNITIES OF CROWDSOURCING COMPETITIONS  ***FAULLANT RITA, (KLAGENFURT UNIVERSITY - AUSTRIA) - GUIDO DOLFUS*** | ANALYZING THE MICRO-PROCESSES OF COLLABORATIVE CONCEPT GENERATION AT IDEATION STAGES:  [***KOVACEVIC, JOVANA   - HOOGE SOPHIE DAVID ALBERT***](javascript:%20openNewWindow('contact_view.asp?contact_id=79748',670,600);) | DEVELOPING SOCIAL STRATEGIES FOR NPD: A CAPABILITY MODEL FRAMEWORK  ***TUCKER MARION, (NORTHEASTERN UNIVERSITY - U.S.A.) - DEBBIE ROBERTS, MARINA CANDI, GLORIA BARCZAK*** |  | **REASONING IN DESIGN: IDEA GENERATION CONDITION EFFECTS ON REASONING PROCESSES AND EVALUATION OF IDEAS**  ***CRAMER- PETERSEN CLAUS, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN*** | **AGGREGATORS VS. INITIATORS: HOW DIFFERENT TYPES OF RESISTANCE LEADERS INFLUENCE INNOVATION DIFFUSION**  ***HIETSCHOLD NADINE, (DRESDEN UNIVERSITY OF TECHNOLOGY - GERMANY) - RONNY REINHARDT SEBASTIAN GURTNER*** |
| A TYPOLOGY FRAMEWORK FOR VIRTUAL PROJECT TEAMS: AN EMPIRICAL INVESTIGATION  ***LEDWITH ANN, (UNIVERSITY OF LIMERICK, KEMMY BUSINESS SCHOOL - IRELAND) - PADHRAIC LUDDEN*** | | HOW TO USE EMERGING MARKETS AS AN INNOVATION INCUBATOR FOR DEVELOPED MARKETS: A CONCEPTUAL FRAMEWORK  ***VON JANDA SERGEJ, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER*** | ANTECEDENT OF INTERNATIONAL TECHNOLOGY OUT-LICENSING: INFLUENCE OF IN- ON OUT-LICENSING VOLUME  ***FRATTINI FEDERICO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - UROS SIKIMIC, VITTORIO CHIESA*** | **FAMILY FIRMS' INNOVATION DRIVERS AND PERFORMANCES**  ***PARK HONG Y., (SAGINAW VALLEY STATE UNIVERSITY - U.S.A.) - KAUSTAV MISRA SURENDER REDDY KYLIE JABER*** | HOSPITALS’ ADOPTION OF PROCESS INNOVATIONS TO IMPROVE QUALITY OF CARE  ***STERNKOPF JAN, (UNIVERSITY OF KIEL - GERMANY) - CARSTEN SCHULTZ*** | DOES AN OPEN INNOVATION PROCESS INFLUENCE NPD EFFECTIVENESS?  ***TUCKER MARION, (NORTHEASTERN UNIVERSITY - U.S.A.) - SEBASTIAN K. FIXSON*** |  | **LET US JUST WORK AND LOOK UP TO THE FUTURE: A STUDY ON THE IMPACT OF ENTREPRENEURS’ PERSONALITY TRAITS ON SMES’ INNOVATIVENESS IN TIMES OF ECONOMIC TURBULENCE**  ***KOTTIKA EFTHYMIA, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - VLASIS STATHAKOPOULOS IOANNIS G. THEODORAKIS KONSTANTINOS KOTTIKAS*** |  |
| **19:00-22:00** | | ***Conference dinner, Tivoli*** | | | | | | | |

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|  | **Tuesday June 16, 2015** |

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| **Parallel Session Tuesday 16 (8:30 – 10:30)** | | | | | | | | | |
| **Room 1: SP112** | | **Room 2: SP113** | **Room 3: SP114** | **Room 4: SP207** | **Room 5: SP208** | **Room 6: SP210** | **Room 7: SP212** | **Room 8: SP213** | **Room 9: SP214** |
| ***Track A*:**  **Organizing PD (VI)** | | ***Track B*:**  **Service Innovation and NSD (I)** | ***Track C*: Innovation Strategies and Leadership (III)** | **Track H:**  **Innovation by Design (I)** | ***Track T*:**  **Innovation Theories (III)** | ***Track F*:**  **Managing Knowledge in PD (IV)** | ***Track M*:**  **Innovation in Family Firms (I)** | ***Track L*:**  **Innovation Management in Start-ups and Small Firms (II)** | ***Track P*:**  **Research by Young Scholars (II)** |
| ***Anthony Di BENEDETTO*** | | ***Tommaso***  ***BUGANZA*** | ***Ludwig BSTIELER*** | ***Helen  PERKS*** | ***John***  ***CHRISTIANSEN*** | ***Antonio FERNANDES*** | ***Erik Jan HULTINK*** | ***Albert  DAVID*** | ***Tomoko KAWAKAMI*** |
| DEVELOPING A TYPOLOGY FOR RISKS IN NEW PRODUCT DEVELOPMENT: A SYSTEMATIC REVIEW PERSPECTIVE  ***AKRAM MUHAMMAD, (CRANFIELD UNIVERSITY / CRANFIELD SCHOOL OF MANAGEMENT - U.K.) - COLIN PILBEAM*** | | EVOLVING PRODUCT-SERVICE SYSTEM DESIGN FIELD THROUGH SERVICE DESIGN AND SERVICE-LOGIC: THE CASE OF LABORATORY MANUFACTURING INDUSTRY  ***COSTA NINA, (UNIVERSITY OF PORTO - PORTUGAL) - LIA PATRÍCIO NICOLA MORELLI*** | PORTFOLIO ORIENTATION IN NEW PRODUCT DEVELOPMENT, ITS ANTECEDENTS AND IMPACT ON PERFORMANCE  ***DUBIEL ANNA, (WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT - GERMANY) - HOLGER ERNST MARCEL COULON TONY DI BENEDETTO*** | DESIGN PRACTICES FOR EFFECTIVE CO-INNOVATION  ***GEMSER GERDA, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) - GIULIA CALABRETTA,  INGO KARPEN*** | UNDERSTANDING THE IMPORTANCE OF PURCHASING IN RELATION TO NEW PRODUCT DEVELOPMENT  ***BYSTED RUNE, (AARHUS UNIVERSITY, SCHOOL OF BUSINESS AND SOCIAL SCIENCES - DENMARK) -*** | SUSTAINING STRUCTURAL CO-CREATION: PROACTIVE CHURN IDENTIFICATION IN INNOVATION COMMUNITIES  ***DEBAERE STEVEN, (IÉSEG SCHOOL OF MANAGEMENT - FRANCE) - KRISTOF COUSSEMENT TOM DE RUYCK*** | **SPECIAL INTRODUCTION TO FAMILY FIRMS**  ***FREDERICO FRATTINI*** | THE LAUNCH OF SERVICE INNOVATIONS BY START-UPS: AN INVESTIGATION OF (NON)ADOPTERS  ***BAUMBACH ELISA, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER MARKUS HUBERT*** | HOW DOES TRANSFORMATIONAL LEADERSHIP PROMOTE EXPLORATORY AND EXPLOITATIVE INNOVATION? INSIGHTS FROM A META-ANALYSIS  ***KRAFT PRISCILLA SARAI, (UNIVERSITY OF GIESSEN - GERMANY) - ANDREAS BAUSCH*** |
| FROM EXPLORATION TO AMBIDEXTERITY: STRUCTURAL SEPARATION AND EVIDENCE FROM A TECHNOLOGY - BASED SERVICE FIRM PRACTICES  ***DYMYD LESYA, (STRASBOURG III UNIVERSITY - FRANCE****)* | | LOCATING SERVITIZATION WITHIN THE WIDER SERVICES COMMUNITIES: A 25-YEAR BIBLIOMETRIC APPROACH  ***PILKINGTON ALAN, (COPENHAGEN BUSINESS SCHOOL - DENMARK) - JAWWAD RAJA JULIANA HSUAN THOMAS FRANDSEN*** | PRODUCT VISIONING: MULTILEVEL SEQUENCE ANALYSIS OF ROADMAPPING PROCESS  ***SIMONSE LIANNE, (DELFT UNIVERSITY OF TECHNOLOGY - NETHERLANDS) -*** | ELEVATING THE ROLE OF DESIGN IN THE FIRM  ***MICHELI PIETRO, (THE UNIVERSITY OF WARWICK - U.K.) - HELEN PERKS*** | COMPLEMENTARITY BETWEEN PRODUCT AND PROCESS INNOVATION: THE CONTINGENCY APPROACH  ***HULLOVA DUSANA, (UNIVERSITY OF PORTSMOUTH - U.K.) - PAUL TROTT CHRISTOPHER SIMMS*** | EXCAVATING THE ROLE OF NPES IN THE INNOVATION PROCESS: TURNING INTO A MISSION POSSIBLE?  ***DEKKERS ROB, (UNIVERSITY OF GLASGOW - U.K.)*** | ARE THERE ANY DIFFERENCES BETWEEN FAMILY AND NON-FAMILY FIRMS IN THE OPEN INNOVATION ERA? LESSONS FROM THE PRACTICE OF EUROPEAN MANUFACTURING COMPANIES  ***LAZZAROTTI VALENTINA, (CARLO CATTANEO UNIVERSITY - ITALY) - RAFFAELLA MANZINI - LUISA PELLEGRINI*** | DESIGN FOR LOGISTICS TO GAIN COMPETITIVE ADVANTAGE: LESSONS LEARNT IN A START-UP FIRM  ***CHAUDHURI ATANU, (AALBORG UNIVERSITY - DENMARK) - RÓGVI BISKOPSTØ  BOGI BECH JENSEN*** | TO BUY OR NOT TO BUY? INVESTIGATING DETERMINANTS AND DIFFERENCES OF TEMPORARY AND CONTINOUS REJECTIONS OF INNOVATIONS  ***MILLEMANN JAN ANDRE, (SAARLAND UNIVERSITY - GERMANY) - SVEN HEIDENREICH*** |
| KAIZEN MYOPIA IN NEW PRODUCT DEVELOPMENT  ***MUNTHE CAROLINE, (KTH ROYAL INSTITUTE OF TECHNOLOGY - SWEDEN) - MATS ENGWALL LARS UPPVALL*** | | CONSUMER ACCEPTANCE IN NEW SERVICE INNOVATION: ENHANCING CONSUMER DURABLES WITH NEW PRODUCT-RELATED SERVICES  ***VAITTINEN EIJA, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) - SANNA NENONEN*** |  | PRODUCT LANGUAGE DESIGN OPTIONS IN LAUNCHING A TECHNOLOGY BREAKTHROUGH  ***CAUTELA CABIRIO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - MICHELE SIMONI*** | INNOVATIVE SELF-EFFICACY: A NEW THEORETICAL CONSTRUCT  ***PUENTE ROGELIO, (UNIVERSIDAD ANAHUAC NORTE - MEXICO) -*** | UNDERSTANDING CROSS-FUNCTIONAL: WHAT COMPANY MANAGERS THINK AND DO?  ***KAHN KENNETH, (VIRGINIA COMMONWEALTH UNIVERSITY - U.S.A.) -*** |  |  | EXPLORING THE ROLE OF INTERMEDIARY ORGANIZATIONS IN FIRM-COMMUNITY COLLABORATIONS: RESOLVING OR MULTIPLYING PARADOXES?  ***DRAGSDAHL LAURITZEN GHITA, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) -*** |

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| **10:30 – 11:00** | **Coffee break** |
| **11:00 – 12: 00** | **Keynote: Managing innovation with an eye for sustainability. VP, Steen Lindby, Rockwool International A/S** |
| **12:00 - 13:00** | **Lunch. SP. Kantinen 2nd floor.** |

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| **Parallel Session Tuesday 16 (13:00 – 15:00)** | | | | | | | | | | | | |
| **Room 1: SP112** | | **Room 2: SP113** | **Room 3: SP114** | **Room 4: SP207** | **Room 5: SP208** | **Room 6: SP210** | | **Room 7: SP212** | | **Room 8: SP213** | | **Room 9: SP214** | |
| ***Track A*:**  **Organizing PD (VII)** | | ***Track B*:**  **Service Innovation and NSD (II)** | ***Track C*: Innovation Strategies and Leadership (IV)** | **Track H:**  **Innovation by Design (II)** |  |  | ***Track M*:**  **Innovation in Family Firms (II)** | | ***Track L*:**  **Innovation Management in Start-ups and Small Firms (III)** | | ***Track P*:**  **Research by Young Scholars (III)** | |
| ***Regina  MCNALLY*** | | ***Helen PERKS*** | ***Anthony***  ***DI BENEDETTO*** | ***Keith  GOFFIN*** |  |  | ***Albert  DAVID*** | | ***Ludwig  BSTIELER*** | | ***Armand HATCHUEL*** | |
| ANTECEDENTS TO RESPONSIVENESS IN INNOVATION PORTFOLIO MANAGEMENT – THE MEDIATING EFFECT OF DECISION-MAKING QUALITY  ***KOCK ALEXANDER, (DARMSTADT UNIVERSITY OF TECHNOLOGY - GERMANY) - HANS GEORG GEMÜNDEN*** | | OPENING THE BOX OF KNOWLEDGE IN ABSORPTIVE CAPACITY DEVELOPMENT IN THE CONTEXT OF SERVICE INNOVATION  ***ACUR NURAN, (UNIVERSITY OF STRATHCLYDE - U.K.) - MARISA SMITH, LESLEY WALLES*** | INNOVATION UNITS WITHIN ESTABLISHED FIRMS. TOWARDS A CARTOGRAPHY  ***BEN MAHMOUD-JOUINI SIHEM, (GROUPE HEC, GRADUATE BUSINESS SCHOOL - FRANCE) -*** | MANAGING DESIGN THINKING PROJECTS:  INVESTIGATING ACTIVITIES AND SKILLS IN HIGHER EDUCATION  ***MERMINOD VALÉRY, (UNIVERSITÉ DE GRENOBLE ALPES - FRANCE) - VALÉRIE CHANAL JACQUES RAYNAULD*** |  |  | INNOVATION IN FAMILY FIRMS: AN ANALYSIS OF THE IMPACT OF GOVERNANCE  ***DELL'ERA CLAUDIO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - ALFREDO DE MASSIS FEDERICO FRATTINI*** | | COLLABORATION IN NEW PRODUCT DEVELOPMENT PROCESSES: AN EMPIRICAL STUDY OF GERMAN SMES  ***LEITHOLD NICK, (ERNST-ABBE-HOCHSCHULE JENA - GERMANY) - ARNDT LAUTENSCHLÄGER, HEIKO HAASE*** | | WHAT DRIVES THE RAPID UPGRADING BEHAVIOUR OF CONSUMER ELECTRONIC PRODUCTS?  ***THORNTON SIMON, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) -. MIKE REID FOULA KOPANIDIS*** | |
| CHAMPION´S BEHAVIOURS AND PREDEVELOPMENT: THE MODERATING ROLE OF NEWNESS  ***MORENO-MOYA MARÍA, (MURCIA UNIVERSITY - SPAIN) - JOSE LUIS MUNUERA-ALEMÁN,  PABLO MORENO ALBALADEJO*** | | THE DOWNSIDE OF AMBIGUITY  ***SUKHOV ALEXANDRE, (KARLSTAD UNIVERSITY - SWEDEN) - LARS E.OLSSON PETER MAGNUSSON*** | STALLING INNOVATION ADOPTION THROUGH THE EMERGENCE OF NEOCONSERVATIVE MARKET STRUCTURES – OBSERVATIONS FROM THE ENERGY SECTOR  ***SKÖLD DAVID, (UPPSALA UNIVERSITY - SWEDEN) - HELENA FORNSTEDT, MARCUS LINDAHL*** | RESOURCEFUL SENSEMAKING: OVERCOMING BARRIERS BETWEEN DESIGN AND MARKETING IN NPD  ***BEVERLAND MICHAEL, (BATH UNIVERSITY - U.K.) - PIETRO MICHELI FRANCIS FARRELLY DAVED BARRY*** |  |  | IN OR OUT? EXPLORATION PATTERNS AND INNOVATION PERFORMANCE IN FAMILY FIRMS FROM AN ITALIAN LIFE SCIENCE CLUSTER  ***ZANNI LORENZO, (UNIVERSITY OF SIENA - ITALY) - PUCCI TOMMASO BRUMANA MARA MINOLA TOMMASO*** | | PRODUCT INNOVATION AND COMMERCIALIZATION IN LEAN GLOBAL START-UPS: THE CHALLENGES OF TURNING UNCERTAINTIES INTO RISKS  ***TANEV STOYAN, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - ERIK RASMUSSEN, ERIK ZIJDEMANS*** | | KNOWLEDGE TRANSFER BETWEEN FOOD RESEARCH INSTITUTES AND INDUSTRY IN THE UK: THE ROLE OF OPEN INNOVATION AND SOCIAL CAPITAL  ***ZIMPEL-LEAL KARLA, (UNIVERSITY OF EAST ANGLIA - U.K.) - FIONA LETTICE*** | |
|  | |  | TEAM MEETING! OUR INNOVATION WILL ROCK, BUT HOW SHALL WE PRICE IT?  ***FEURER SVEN, (KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT) - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER*** | AGE EFFECTS ON CHILDREN’S PREFERENCES OF PACKAGE DESIGN:  CURVILINEARITY, FIGURATIVENESS, AND COMPLEXITY  ***ZHANG DAN, (CITY UNIVERSITY OF NEW YORK, COLLEGE OF STATEN ISLAND - U.S.A.)*** |  |  |  | |  | | EVALUATING THREE APPROACHES OF NPD ON EFFECTIVENESS OF CUSTOMER INVOLVEMENT: A LITERATURE REVIEW  ***KOUKOU MARIA IOANNA, (UNIVERSITY OF GLASGOW - U.K.) - ROB DEKKERS KRISTINA RISOM JESPERSEN*** | |
| **15:00 - 15:30** | ***Coffee break*** | | | | | | | | | | | |
| **15:30 – 16:30** | **Meet the Editors, Sps01: Moderated by John Christiansen**   * Journal of Product Innovation Management: Gloria Barczak, Ed. * Research-Technology Management: Keith Goffin, Ed. Board * Creativity & Innovation Management: Petra C. de Weerd-Nederhof, Ed. | | | | | | | | | | | |
| **16:30 – 17:00** | **Closing session – SPs01**   * Best Paper Award * Outlook to 2016 Conference * Closing | | | | | | | | | | | |