



**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 KarlssonJoint Conference Chairs: John Christiansen and Abbie GriffinLocal 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 MølgaardChairman of IPDMC Organizing Committee: Professor Christer KarlssonJoint 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 CROWDSOURCINGTHE CONTRIBUTION OF CIRCLES IN THE DEVELOPMENT OF RADICALLY-NEW MEANINGS***ALTUNA NAIARA, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - CLAUDIO DELL'ERAPAOLO LANDONIROBERTO 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 NAYIRKAREN 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 MANZINIDIANA 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 GERSTLBERGERMETTE PRÆST KNUDSEN*** | THE CHALLENGES OF BEING TWO FOR INNOVATION***BRØDE JEPSEN LISBETH, (BUSINESS ACADEMY SOUTH WEST - DENMARK) - TINA LUNDØ TRANEKJERMETTE 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 RIJSDIJKFRED 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 KARANTINOUKEITH 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 TOWNSENDBERK TALAY*** | GOVERNANCE OF COLLABORATIVE INNOVATION PROJECTS IN CONSORTIA: A MULTIPLE-CASE STUDY ANALYSIS***COLETTI MICHELE, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - LORENZO BARBEROPAOLO LANDONIRAFFAELLA 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 GABRIELSENBO 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 DEVOLDERESTEFAN CREEMERSROBERT BOUTE*** | HARNESSING DIFFERENCE: A CAPABILITY-BASED FRAMEWORK FOR ENGAGING STAKEHOLDERS IN SUSTAINABILITY INNOVATION***WATSON ROSINA, (CRANFIELD UNIVERSITY / U.K.) HUGH WILSON PALIE SMARTEMMA 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. SCHUHMACHERSABINE 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 SCHMIDTFABIAN FUTTERERSVEN 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 FAEMSALBERTO 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-MARÍNJOSÉ 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. BICANANNE 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 GILLIERYANNIG ROTHMUSTAPHA 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 ELINGFRED 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 SAAKSJARVIAVI 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 DENNSTEDTHANS KOLLERBENJAMIN 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 ERLACHERVALENTINA ZABURUNOVASOPHIE JOCHBERGERJULIA HAMANN*** |  | EFFECTS OF UNIVERSITY INDUSTRY COLLABORATION ON TECHNOLOGICAL NEWNESS***WIRSICH ALEXANDER, (UNIVERSITY OF KIEL - GERMANY) - KOCKSTRUMANNSCHULTZ*** |
| **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 SITUMEANGNACHOEM WIJNBERGMARK 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 OUTCOMES IN THE NPD PROCESS***REID MIKE, (RMIT UNIVERSITY - AUSTRALIA) - ERIK JAN HULTINKTUCKER MARIONGLORIA BARCZAK*** |  | **INNOVATION CONTEST FOR NPD IN SMES: AN IN-DEPTH RETROSPECTIVE CASE STUDY*****ALFARO JOSE, (UNIVERSITY OF NAVARRA - SPAIN) - RODRIGUEZ FERRADAS, MARIA ISABELSANDULLI, FRANCESCO*** | **FUZZY FRONT END IN NEW PRODUCT DEVELOPMENT: DOES SIZE MATTER?*****GOMES SALGADO EDUARDO, (UNIVERSITY OF GLASGOW - BRAZIL) - ROB DEKKERSMARIA 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 MAGNUSSONLARS 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*** | 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 REINHARDTSEBASTIAN 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. SCHUHMACHERSABINE 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 MISRASURENDER REDDYKYLIE 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 STATHAKOPOULOSIOANNIS G. THEODORAKISKONSTANTINOS 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 PATRÍCIONICOLA MORELLI*** | PORTFOLIO ORIENTATION IN NEW PRODUCT DEVELOPMENT, ITS ANTECEDENTS AND IMPACT ON PERFORMANCE***DUBIEL ANNA, (WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT - GERMANY) - HOLGER ERNSTMARCEL COULONTONY 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 COUSSEMENTTOM 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. SCHUHMACHERSABINE KUESTERMARKUS 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 RAJAJULIANA HSUANTHOMAS 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 TROTTCHRISTOPHER 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 ENGWALLLARS 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*** | ***HelenPERKS*** | ***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 CHANALJACQUES RAYNAULD*** |  |  | INNOVATION IN FAMILY FIRMS: AN ANALYSIS OF THE IMPACT OF GOVERNANCE ***DELL'ERA CLAUDIO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - ALFREDO DE MASSISFEDERICO 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 REIDFOULA 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.OLSSONPETER 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 MICHELIFRANCIS FARRELLYDAVED BARRY*** |  |  | IN OR OUT? EXPLORATION PATTERNS AND INNOVATION PERFORMANCE INFAMILY FIRMS FROM AN ITALIAN LIFE SCIENCE CLUSTER***ZANNI LORENZO, (UNIVERSITY OF SIENA - ITALY) - PUCCI TOMMASOBRUMANA MARAMINOLA 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. SCHUHMACHERSABINE 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 DEKKERSKRISTINA 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
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