



25th Innovation and Product Development Management Conference

June 10-13, 2018

Faculty of Engineering, University of Porto - Portugal

Chairpersons:

Antonio FERNANDES - Faculty of Engineering, University of Porto, Portugal

Christer KARLSSON - Copenhagen Business School, Denmark and EIASM

Paul COUGHLAN - Trinity Business School, Trinity College Dublin, Ireland

Program

Registration, welcome reception, all sessions, lunches and coffee breaks will take place in

Faculty of Engineering
University of Porto
Rua Dr Roberto Frias
Porto

Saturday, June 9, 2018

12:00 – 18:30

PhD Workshop, Room: B105 (Plenary)
Teamwork, Rooms: B101, B102, B103, B109, B110, B111

Sunday, June 10, 2018

09:00 – 12:00

PhD Workshop, Room: B105 (Plenary)

Sunday, June 10, 2018

18:00 – 19:00

Registration

18:30 – 19:30

Welcome reception

Monday, June 11, 2018

08:00 – 08:45	Registration
09:00 – 10:00	Room: Auditorium ➤ Opening and Welcome
10:00 – 10:30	Coffee break 'Orangerie'

	Room : B025 Track: -02 - Creativity in New Product Development Chair: SAREN, MICHAEL	Room : B027 Track: -08 - Innovation Management in Start- ups and Small Firms Chair: GOFFIN, KEITH	Room : B028 Track: -11 - Managing Knowledge in New Product Development Chair: LEDWITH, ANN Challenge Session	Room : B030 Track: -13 - Managing Sustainability in Innovation and Product Development Chair: LE MASSON, PASCAL	Room : B031 Track: -16 - New Trends in Innovation Chair: ACUR, NURAN Challenge Session	Room : B033 Track: -18 - Organising New Product Development Chair: DE WEERD- NEDERHOF, PETRA	Room : B034 Track: -21 - Social Innovation Chair: GREEN, WILLIAM Challenge Session
DAY I							
10:30 – 11:00	EXAMINING THE EFFECTS OF CULTURAL DIVERSITY ON NEW PRODUCT DEVELOPMENT TEAM CREATIVITY AND INNOVATION <i>FLORES, FELIX GARY L. FRANKWICK</i>	INTERNATIONALISATION STRATEGY AND INNOVATION PERFORMANCE IN SMES - A COMPARATIVE STUDY OF JAPAN AND GERMANY <i>LIU, REBECCA CHRISTIAN RAMMER KENTA IKEUCHI</i>	TOWARDS THE DEVELOPMENT AND VALIDATION OF SCALES TO MEASURE PATENT MANAGEMENT <i>AGOSTINI, LARA MEHARI BEYENE TESHOME ANNA NOSELLA</i>	CREATING AND CAPTURING SUSTAINABLE VALUE THROUGH SUSTAINABLE BUSINESS MODELS AND SERVICE INNOVATION <i>AAGAARD, ANNABETH SOFIA RITZÉN</i>	THE ROLE OF ETHICS IN INNOVATION <i>BIEMANS, WIM</i>	SERIAL INNOVATORS IN COLLECTIVISTIC ORGANIZATIONS: CONCEPTUAL DEVELOPMENT AND PROPOSITIONS <i>KAWAKAMI, TOMOKO NAKAMURA, TOMOYA, FUJII, SHINICI</i>	FALLING STARS WHEN DOING SOCIAL: CASE STUDIES OF SOCIAL START-UPS <i>PESSOT, ELENA CINZIA BATTISTELLA ROSA MARIA DANGELICO FABIO NONINO</i>

11:00 – 11:30	CROSS-COUNTRY LEARNING FROM PATENTS: AN ANALYSIS OF PATENT CITATION NETWORKS IN THE AVIATION INDUSTRY <i>GIGLIO, CARLO ROBERTO MUSMANNO ROBERTO PALMIERI</i>	KEY PERFORMANCE INDICATORS AND DIMENSIONS FOR THE INNOVATION PROCESS <i>NAPPI, VANESSA KEVIN KELLY</i>	GENERATIVE KNOWLEDGE MANAGEMENT: HOW TO MAKE HERITAGE A WELLSPRING OF CREATION IN LUXURY INDUSTRY <i>CARVAJAL PÉREZ, DANIEL AXELLE ARAUD VINCENT CHAPERON PASCAL LE MASSON BENOIT WEIL</i>	MANAGING CROSS-DISCIPLINARITY FOR SUSTAINABILITY – THE CASE OF CRADLE-TO-CRADLE INNOVATION <i>FAHNENMÜLLER, LENNART CHRISTOPH SUSANNE MIRA HEINZ CORNELIUS HERSTATT</i>	SIDE TO SIDE: BALANCING PARADOXICAL TENSIONS WITHIN PRODUCT INNOVATION <i>BUGANZA, TOMMASO BENJAMIN LAU SUBIK SHEERAZI MATTIA BIANCHI ELENA PELLIZZONI DANIEL TRABUCCHI</i>	HOW 'FUZZY' IS SUCCESSFUL FRONT END OF INNOVATION EXECUTION? A META-ANALYSIS <i>CANKURTARAN, PINAR KATRIN ELING</i>	THE SUSTAINING OF SOCIAL INNOVATION AND INTER-ORGANIZATIONAL TRUST <i>TAHARA, SHINSUKE</i>
11:30 – 12:00	PERSUASION IN CORPORATE IDEA CONTESTS: THE MODERATING ROLE OF CONTENT SCARCITY ON DECISION MAKING. <i>KRUFFT, TOBIAS CHRISTOPH TILSNER ANDREAS SCHINDLER ALEXANDER KOCK</i>	UNDERSTANDING THE CEO'S LEADERSHIP - PROPENSITY TOWARDS INNOVATION IN BIOTECH FIRMS <i>ROSIER, JAN KEITH GOFFIN</i>	FROM POTENTIAL TO REAL THREAT? THE IMPACTS OF TECHNOLOGY ATTRIBUTES ON LICENSING COMPETITION <i>JASON, LI-YING MING LI YUANDI WANG XIANGDONG CHEN</i>	EXPLORING CIRCULAR BUSINESS EXPERIMENTATION - A CASE STUDY ON A SYSTEMS LEVEL <i>KONIETZKO, JAN NANCY BOCKEN ERIK-JAN HULTINK</i>	ARE OUR METHODS AS CREATIVE AS THE TEAMS WE STUDY? MAPPING EXISTING PROCESS-BASED INSTRUMENTS TO ANALYZE THE INTERACTION OF CREATIVE TEAMS <i>EWALD, BENEDIKT AXEL MENNING, SOLVEIG MENRAD, KATHARINA HÖLZLE</i>	ENACTMENT OF FORMAL PROCESSES IN NEW PRODUCT DEVELOPMENT: A LONGITUDINAL CASE STUDY <i>BOOTH, MARIA MAGNUS MÄHRING</i>	THE CREATION AND DIFFUSION OF SOCIAL INNOVATION VALUE: A STUDY IN THE CONTEXT OF AN EMERGING ECONOMY <i>GASPARIN, MARTA GREEN, WILLIAM; SAREN MIKE; SCHINCKUS CHRISTOPHE</i>
12:00 – 12:30	CUSTOMER CREATIVITY AND WILLINGNESS TO CONTRIBUTE TO CO-CREATIVE INNOVATION IN ONLINE COMMUNITIES <i>LAUD, GAURI JODIE CONDUIT INGO O. KARPEN</i>	STAGE SPECIFIC EXTERNAL COLLABORATION FOR NEW PRODUCT DEVELOPMENT. DOES FIRM SIZE MATTER FOR PARTNER SELECTION AND PERFORMANCE? <i>SCHULZ, PHILIPP</i>	COMPLEXITY AND ORGANISATIONAL LEARNING IN NPDP PROJECTS: AN EMBEDDED CASE STUDY <i>PESSOT, ELENA ALBERTO F. DE TONI</i>	RESPONSIBLE INNOVATION AS COMPETITIVE ADVANTAGE FACTOR IN THE FASHION INDUSTRY <i>PARUM, EVA</i>	INNOVATION FROM THE GRASSROOTS: DETERMINANTS OF SUCCESS <i>CAMACHO, NUNO STEFAN STREMERSCHE, ELIO KEKO, ISABEL VERNIERS AND STEFAN WUYTS</i>	DESIGNING AN INNOVATIVE COMPANY. SENSEGIVING AND SENSEMAKING OF AN ORGANIZATIONAL EXPERIMENT <i>CHRISTIANSEN, JOHN K. MARTA GASPARIN</i>	SEARCHING FOR MEANING – THE INNOVATION PROCESS IN NON-PROFIT ORGANIZATIONS <i>ÖBERG, ÅSA</i>

12:30 – 13:30	Lunch Orangerie
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<p style="text-align: center;">DAY I</p>	<p>Room : B025 Track: -02 - Creativity in New Product Development Chair: DELL'ERA, CLAUDIO</p>	<p>Room : B027 Track: -08 - Innovation Management in Start-ups and Small Firms & 09 - Innovation Management for Resilience Chair: MCNALLY, REGINA</p>	<p>Room : B028 Track: -15 - Networks and Alliances in New Product Development Chair: BSTIELER, LUDWIG</p>	<p>Room : B030 Track: -16 - New Trends in Innovation Chair: GRIFFIN, ABBIE Challenge Session</p>	<p>Room : B031 Track: -19 - Radical Innovation Chair: CANDI, MARINA</p>	<p>Room : B033 Track: -18 - Organising New Product Development Chair: KOLLER, HANS</p>	<p>Room : B034 Track: -22 - Theory Development in Innovation and New Product Development Management Research Chair: KAWAKAMI, TOMOKO Challenge Session</p>
<p>13:30 – 14:00</p>	<p>FROM VISION TO IDEA: THE COGNITIVE PROCESS OF VISION-DRIVEN IDEA DEVELOPMENT <i>MAKOTO, ISONO</i></p>	<p>OPENING THE BLACK BOX OF ACADEMIC ENTREPRENEURSHIP: A BIBLIOMETRIC ANALYSIS <i>SKUTE, IGORS</i></p>	<p>PATH DEPENDENCY IN CO-DEVELOPMENT PARTNERSHIPS STRUCTURES AND NEW PRODUCT SUCCESS <i>ETTLIE, JOHN</i></p>	<p>WHAT IT TAKES TO REVERSE INNOVATION FROM EMERGING TO ADVANCED MARKETS? <i>HADENGUE, MARINE SIHEM BEN MAHMOUD-JOUINI FLORENCE CHARUE- DUBOC</i></p>	<p>DEVELOPING RADICAL INNOVATIONS -INTRODUCING TANGIBILITY, TOLERANCE AND TIGHTNESS <i>BJÖRK, JENNIE SUSANNE NILSSON ANNA KARLSSON</i></p>	<p>ORGANIZING FOR INDUSTRY 4.0: AN EMPIRICAL INVESTIGATION <i>AGOSTINI, LARA ROBERTO FILIPPINI</i></p>	<p>THE QUALITY OF CASE STUDY RESEARCH IN EMPIRICAL INNOVATION MANAGEMENT <i>GOFFIN, KEITH PÅR AHLSTROM MATTIA BIANCHI ANDERS RICHTNÉR</i></p>
<p>14:00 – 14:30</p>	<p>GAMIFICATION FOR DESIGN AND INNOVATION: AN EXPLORATORY CASE STUDY OF CO-DESIGN <i>PATRICIO, RUI ANTÓNIO MOREIRA FRANCESCO ZURLO MICHELE MELAZZINI</i></p>	<p>IS BUSINESS MODEL INNOVATION ALWAYS A GOOD THING? AN EXPLORATORY STUDY INTO THE DARK SIDE OF BUSINESS MODEL INNOVATION <i>SABARUDDIN, LA ODE JILL MACBRYDE BEATRICE D'IPPOLITO</i></p>	<p>FOSTERING COLLABORATION IN NEW PRODUCT DEVELOPMENT – (ROLES OF) COORDINATING ORGANIZATIONS IN INNOVATION NETWORKS <i>EDEL, JOACHIM HANS KOLLER</i></p>	<p>FROM TWO TO MULTI-SIDED MARKETS: FOSTERING INNOVATION ON DIGITAL PLATFORMS <i>TRABUCCHI, DANIEL TOMMASO BUGANZA</i></p>	<p>WAYFINDING IN THE DARK: INVOLVING USE-EXPERTS FOR DISCONTINUOUS INNOVATION <i>GERDA GEMSER DEKEN, FLEUR MAAIKE KLEINSMANN</i></p>	<p>THE IMPACT OF MULTIPLE TEAM MEMBERSHIP ON NPDP PROJECT PERFORMANCE: TEAM-LEVEL IMPLICATIONS OF TEAM MEMBERS WORKING IN MULTIPLE NPDP TEAMS <i>DE VISSER, MATTHIAS</i></p>	<p>REVERSE INNOVATION AND PARADOXICAL LEADERSHIP: A NETWORK-BASED THEORETICAL MODEL <i>HADENGUE, MARINE NATHALIE DE MARCELLIS-WARIN THIERRY WARIN</i></p>

14:30 – 15:00	<p>THE EFFECT OF ELEMENT DESIGN IN PACKAGE DESIGNS EVOKED EMOTIONS AND ATTENTION</p> <p><i>PENTUS, KRISTIAN KERLI PLOOM ANDRES KUUSIK TANEL MEHINE</i></p>	<p>POLITICAL BEHAVIOR REVISITED: INDIVIDUAL'S SENSEGIVING AND SENSEBREAKING PRACTICES TO INFLUENCE INNOVATION PROJECT PORTFOLIO MANAGEMENT DECISIONS</p> <p><i>SPIETH, PATRICK TOBIAS ROETH</i></p>	<p>INTER-ORGANIZATIONAL AMBIDEXTERITY FOR SUSTAINED INNOVATION PERFORMANCE OF SME'S: AN IN-DEPTH CASE STUDY OF THREE COLOMBIAN INTERFIRM COOPERATIVES</p> <p><i>CAMARGO, ANDRES MICHEL EHRENHARD PETRA C. DE WEERD- NEDERHOF</i></p>	<p>DIGITAL BUSINESS MODEL INNOVATIONS: TWO ROUTES TO SUCCESS</p> <p><i>SCHUHMACHER, MONIKA GINA GRUBE</i></p>	<p>HOW PUNCTUATION FACILITATES REFLECTION AND DECISIONS IN THE FUZZY FRONT END OF RADICAL INNOVATION</p> <p><i>GREEN, WILLIAM JOHN CHRISTIANSEN MARTA GASPARIN</i></p>	<p>MIRRORING HYPOTHESIS IN BLACK-BOX GOVERNANCE: THE INTERFACE BETWEEN PRODUCT AND INTER-ORGANIZATIONAL INTEGRATION</p> <p><i>DONMEZ, MEHMET PAUL COUGHLAN, MARIE KOULIKOFF- SOUVIRON</i></p>	<p>SEARCHING FOR THE RIGHT APPLICATION: A TECHNOLOGY DEVELOPMENT REVIEW AND RESEARCH AGENDA</p> <p><i>MAGISTRETTI, STEFANO CLAUDIO DELL'ERA ROBERTO VERGANTI</i></p>
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15:00 – 15:30	<p>Coffee break Orangerie</p>						
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DAY I	<p>Room : B025 Track: -20 - Service Innovation and New Service Development</p> <p>Chair: TEIXEIRA, JORGE</p>	<p>Room : B027 Track: -11 - Managing Knowledge in New Product Development</p> <p>Chair: GOFFIN, KEITH</p>	<p>Room : B028 Track: -12 - Managing Software and IT Innovation</p> <p>Chair: BUGANZA, TOMMASO</p>	<p>Room : B030 Track: -13 - Managing Sustainability in Innovation and Product Development</p> <p>Chair: LE MASSON, PASCAL</p>	<p>Room : B031 Track: -17 - Open Innovation</p> <p>Chair: BSTIELER, LUDWIG</p>	<p>Room : B033 Track: -18 - Organising New Product Development</p> <p>Chair: KAWAKAMI, TOMOKO</p>	<p>Room : B034 Track: -19 - Radical Innovation & 20 - Service Innovation and New Service Development</p> <p>Chair: PERKS, HELEN MARGARET</p>
	Challenge Session			Challenge Session			
15:30 – 16:00	<p>SERVICE SUPPLIERS' INVOLVEMENT FOR SERVICIZATION: TYPES OF INVOLVEMENT AND RESULTING BENEFITS</p> <p><i>FRANK, ALEJANDRO GERMÁN NÉSTOR FABIÁN AYALA</i></p>	<p>DISENTANGLING EXPLOITATION AND EXPLORATION IN HYBRID PROJECT: THE CASE OF A NEW NUCLEAR REACTOR DEVELOPMENT</p> <p><i>TILLEMENT STÉPHANIE, FRÉDÉRIC GARCÍAS, GUY</i></p>	<p>ME OR IT? ADOPTION OF ARTIFICIAL INTELLIGENCE IN THE DELEGATION OF PERSONAL STRATEGIC DECISIONS</p> <p><i>LEYER, MICHAEL SABRINA SCHNEIDER</i></p>	<p>PRECONDITIONS FOR STRATEGIC SUSTAINABILITY RISK MANAGEMENT IN PRODUCT DEVELOPMENT COMPANIES</p> <p><i>SCHULTE, JESKO</i></p>	<p>OPEN INNOVATION ECO-SYSTEM MODEL AND VALUE CREATION: A CORPORATE ACCELERATOR PROGRAM</p> <p><i>ACUR, NURAN SISKA NOVIARISTANTI KEPA MENDIBIL</i></p>	<p>RECONCEPTUALISING THE INNOVATION PROCESS AS AN EMOTIONAL JOURNEY</p> <p><i>GASPARIN, MARTA CONWAY, STEVE; GAME, ANNILEE</i></p>	<p>INITIATING THE DEVELOPMENT OF RADICAL INNOVATION CAPABILITIES THROUGH TRAINING: THE CASE OF HYDRO-QUEBEC RESEARCH INSTITUTE</p> <p><i>RAMPA, ROMAIN AGOGUÉ MARINE</i></p>

		<i>MINGUET, FLORENCE CHARUE DUBOC</i>					
16:00 – 16:30	INSTANTIATING THE INNOVATION OF MEANING IN THE CUSTOMER EXPERIENCE: LESSONS FROM RETAIL SERVICES <i>BELLINI, EMILIO FEDERICO ARTUSI</i>	SOCIAL CAPITAL DIMENSIONS AND THE USAGE OF INFORMATION TECHNOLOGY IN BUYER-SUPPLIER COLLABORATION FOR NEW PRODUCT DEVELOPMENT <i>TALAS, YASSINE MARIE-ANNE LE DAIN VALÉRY MERMINOD LILIA GZARA NÉSTOR FABIÁN AYALA ALEJANDRO GERMÁN FRANK</i>	CLOUD COMPUTING AND BUSINESS MODEL EMERGENCE: UNCOVERING THE LINKAGE BETWEEN TECHNOLOGICAL INNOVATION AND VALUE GENERATION <i>SCHNECKENBERG, DIRK CHRISTOPH KLOS, VIVEK VELAMURI, PATRICK SPIETH</i>	INFLUENCE OF GROUP COMPOSITION IN CREATIVE SESSIONS DURING ECO-IDEATION AND ECO-INNOVATION PROCESSES <i>SIERRA-PÉREZ, JORGE MONTSERRAT AIGER VALLÉS, IGNACIO LÓPEZ-FORNIÉS</i>	THE ROLE OF AMBASSADOR IN START-UP COLLABORATIONS <i>BUCK, LENNART SEBASTIAN SUSANNE NILSSON SOFIA RITZÉN</i>	THE ROLE OF NATIONAL INSTITUTIONS AND PRODUCT ARCHITECTURE IN JOINT DECISION-MAKING IN SUPPLY CHAINS <i>GONCALVES, RICARDO RUI SOUSA ISABEL BODAS FREITAS</i>	THE ADOPTION OF RADICAL TECHNOLOGIES IN THE VALUE NETWORK OF THE MEXICAN SHOE CLUSTER: INFLUENCE OF RELATIONSHIPS AND ENTRY BARRIERS ON THE ADOPTION OF 3D PRINTING. <i>UKOBITZ, DESIRÉE RITA FAULLANT</i>
16:30 – 17:00	CO-CREATING AND CAPTURING VALUE IN SERVICE INNOVATION. <i>ROBERTS, DEBORAH SIMONA SPEDALE</i>	THE INFLUENCE OF COLLABORATIVE IT ON NPd <i>TUCKER, MARION SEBASTIAN FIXSON</i>	BEYOND CUSTOMER NEEDS SOFTWARE DEVELOPMENT: AN EMPIRICAL INVESTIGATION OF ITS FORMS AND INDIVIDUAL-LEVEL CAUSES <i>MARZI, GIACOMO MATTIA BIANCHI, LAMBERTO ZOLLO</i>	INNOVATION FROM SUSTAINABILITY: A MODEL OF THE MANUFACTURING COMPANIES EXPERIENCE <i>MARTINS FRANCISCO VITORINO SOUSA PEREIRA DA SILVA, CATARINA RICARDO JORGE SILVA</i>	PEAK OF INFLATED EXPECTATIONS – IS THE CROWDSOURCING TRAIN ALREADY OFF THE RAILS? <i>DOLFUS, GUIDO</i>	OPTIMIZING PURCHASING-MARKETING INTEGRATION IN NEW PRODUCT DEVELOPMENT <i>GONZÁLEZ-ZAPATERO, CARMEN JAVIER GONZALEZ- BENITO GUSTAVO LANNELONGUE JOHANN RIEDEL</i>	THE RAIL DISRUPTION GAME: FINDINGS FROM THE PRACTICAL USE OF AN INNOVATIVE NEW APPROACH TO LEARNING <i>CLEGG, BEN RICHARD ORME, PANAGIOTIS PETRIDIS, ANDY POOLE, ANDY YEOMAN</i>
17:00 – 17:30	HYBRID RETAIL: ENRICHING THE CUSTOMER JOURNEY MERGING DIFFERENT EXPERIENCES <i>ARTUSI, FEDERICO EMILIO BELLINI CLAUDIO DELL'ERA</i>	A CREATION PROCESS OF NEW COMPETITIVE FACTORS <i>YAMAZAKI, KIYOHIRO</i>	PASSIONS AND THE MOTIVATIONAL HETEROGENEITY OF SMARTPHONE APPS <i>THEOHARAKIS, VASILIS NIKOLAOS A. MYLONOPOULOS</i>	UNCOVERING THE INFLUENCE OF CONTEXTUAL FACTORS ON SUSTAINABLE ENTREPRENEURIAL ACTIONS IN THE SHARING ECONOMY <i>VELAMURI, VIVEK K. PANKOV, SUSANNE SCHNECKENBERG, DIRK</i>	MERGERS & ACQUISITIONS, R&D, AND OPEN INNOVATION SUBSTITUTES OR COMPLEMENTS? <i>ETTLIE JOHN E. MURTHY, RAJENDRAN PETER T. GIANIODIS</i>	OMNI-SHORING AS A WAY TO COORDINATE DESIGN AND MANUFACTURING TO PRESERVE INNOVATION <i>ABECASSIS-MOEDAS, CELINE VALERIE MOATTI</i>	EARLY STAGE NEW PRODUCT AND SERVICE DESIGN PROCESS - THE USE OF GRAPHICAL REPRESENTATIONS <i>YIP, MAN HANG IMOH M. ILEVBARÉ</i>

Evening Free

Tuesday, June 12, 2018

	Room : B025	Room : B027	Room : B028	Room : B030	Room : B031	Room : B033	Room : B034
DAY 2	03 - Design's Role in Innovation and New Product Development Chair: ENDE, JAN VAN Challenge Session	04 - Emerging and Early Research (Young Scholars Track) Chair: BARCZAK, GLORIA	07 - Innovation by Design Chair: CANDI, MARINA	TRACK 10 - Innovation Strategies and Leadership Chair: BUGANZA, TOMMASO Challenge Session	15 - Networks and Alliances in New Product Development Chair: KOLLER, HANS	17 - Open Innovation Chair: ACUR, NURAN	19 - Radical Innovation Chair: LEDWITH, ANN
09:00 – 09:30	"I DID IT MY WAY" - THE ADOPTION OF DESIGN THINKING BY A TECHNOLOGY DRIVEN FIRM <i>BEN MAHMOUD-JOUINI, SIHEM SEBASTIAN FIXSON</i>	THE BRIGHT SIDE OF BUSINESS MODEL INNOVATION: AN EMPIRICAL STUDY OF PERFORMANCE IMPLICATIONS ACROSS VENTURE LIFE CYCLE STAGES <i>FREISINGER, ELENA CHRISTIAN LANDAU SVEN HEIDENREICH</i>	VIABILITY MANAGEMENT IN DESIGN THINKING: EARLY INSIGHTS <i>AZABAGIC, NERMIN GERDA GEMSER INGO KARPEN</i>	PAIRS IN INNOVATION: HOW WORKING IN PAIRS HELP ORGANIZATIONS TO MOVE INTO A SHARED NEW DIRECTION <i>BELLIS, PAOLA ROBERTO VERGANTI</i>	OPEN RESEARCH OR SPONSOR TAKES IT ALL: THE INFLUENCE OF IP POLICY AGGRESSIVENESS ON UNIVERSITY-INDUSTRY COLLABORATION PROJECT SUCCESS <i>GRETSCH, OLIVER FRANK TIETZE ALEXANDER KOCK</i>	UNITING DISTRIBUTED RESEARCH STREAMS: REVIEWING THE FIELD OF EXTERNAL SEARCH <i>EHLS, DANIEL SARA HEUSCHNEIDER, CORNELIUS HERSTATT</i>	THE ROLE OF ATTENTION FOR RADICAL INNOVATION - IDENTIFYING MOVES THAT MATTER <i>KARLSSON, ANNA JENNIE BJÖRK SUSANNE NILSSON</i>
09:30 – 10:00	INTERMEDIATE TOOLS FOR INNOVATION – INSTRUMENTING FIRMS APPLYING THE ORIENTED CREATIVITY METHOD KCP <i>KLASING CHEN, MILENA</i>	INNOVATION STRATEGY IN DESIGN-INTENSIVE TURKISH OFFICE FURNITURE INDUSTRY <i>GULDEN, SELIN OZLEM ER</i>	WHICH KIND OF DESIGN THINKING IS RIGHT FOR YOU? <i>DELL'ERA, CLAUDIO CABIRIO CAUTELA, STEFANO MAGISTRETTI, ROBERTO VERGANTI, FRANCESCO ZURLO</i>	BUSINESS MODEL INNOVATION IN THE PUBLISHING INDUSTRY - A QUESTION OF RELUCTANCE TO INNOVATE? <i>DENNSTEDT, BIANCA CHRISTIAN HEISE</i>	WHEN DOES GOODWILL TRUST MATTER IN INTERFIRM NEW PRODUCT DEVELOPMENT? <i>HOFMAN, ERWIN</i>	THE INFLUENCE OF INNOVATION BARRIERS ON INDUSTRIAL COOPERATION: EVIDENCES FROM A LARGE-SCALE INNOVATION SURVEY	TRANSFERRING AN INNOVATION PROJECT TO THE BUSINESS UNIT. LESSONS LEARNT FROM CORPORATE VENTURES <i>NIETO, JAVIER</i>

	DOMINIQUE LAOUSSE				STEPHANIE SCHLEIMER, DRIES FAEMS	FRANK, ALEJANDRO GERMAN MATEUS FERREIRA LIMA CARLA TEN CATEN	
10:00 – 10:30	DESIGN AFTER MANUFACTURING: CASE TESLA MODEL S KOSKINEN, KARI ANTTI LYYRA CARSTEN SØRENSEN	A SNEAK PEEK INTO THE BRAIN: INVESTIGATING NEURONAL REACTIONS TO NEW PRODUCTS USING FUNCTIONAL MAGNETIC RESONANCE IMAGING (FMRI) MILLEMANN, JAN ANDRE SVEN HEIDENREICH, MARTIN REIMANN CHRISTOPH KRICK	HOW DESIGNERS BECOME NEW VENTURE FOUNDERS: AN EXPLORATIVE STUDY OF DESIGNER FOUNDERS ROLE IDENTIFICATION KLENNER, NICO FLORIAN GERDA GEMSER INGO KARPEN	GREEN TECHNOLOGY ADOPTION AND BUSINESS MODEL TRANSFORMATION GREGSON, GEOFF LIHONG ZHANG BIN REN MIYUAN SHAN	MOTIVATION AND VALUE CONTRIBUTION IN COLLABORATIVE OPEN FORESIGHT: A MULTIPLE CASE STUDY IN THE SECTORS OF RENEWABLE ENERGY, LIFE SCIENCE AND AVIATION JAHN, REIMO	CO-CREATION IN PRACTICE: OBJECTIVES AND OUTCOMES GREVE, KATHARINA VERONICA MARTINEZ ANDY NEELY	ABSORPTIVE CAPACITY AND INNOVATION OUTPUT. A STUDY IN LMT INDUSTRIES OLTRA, MARIA J.

10:30 – 11:00	Coffee break Orangerie						
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DAY 2	Room : B025 03 - Design's Role in Innovation and New Product Development Chair: SALOMO, SOEREN	Room : B027 04 - Emerging and Early Research (Young Scholars Track) Chair: CHRISTIANSEN, JOHN	Room : B028 07 - Innovation by Design Chair: GREEN, WILLIAM	Room : B030 TRACK 10 - Innovation Strategies and Leadership Chair: KAWAKAMI, TOMOKO Challenge Session	Room : B031 15 - Networks and Alliances in New Product Development Chair: MCNALLY, REGINA	Room : B033 17 - Open Innovation Chair: HULTINK, ERIK JAN	Room : B034 20 - Service Innovation and New Service Development Chair: PATRICIO, LIA Challenge Session
	11:00 – 11:30	END-USER INVOLVEMENT IN NEW PRODUCT DEVELOPMENT: AN IN-DEPTH CASE STUDY	FINANCING INNOVATIVE FIRMS: AN EXPLORATORY STUDY OF THE INDIVIDUAL INVESTOR FORUM AS	BRIDGING TECHNOLOGY AND SERVICE INNOVATION THROUGH SERVICE DESIGN	LEVERAGING GENDER DIVERSITY TO ENHANCE INNOVATION PERFORMANCE: A TWO COUNTRY STUDY	OFFSHORE OUTSOURCING INNOVATION IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMES): THE ANTECEDENTS AND IM-	BARRIERS TO AND MOTIVES FOR VIRTUAL CUSTOMER INTEGRATION IN NEW PRODUCT DEVELOPMENT - A

	<i>KOUKOU, MARIA IOANNA ROB DEKKERS</i>	A STRATEGIC DECISION GROUP <i>OGUGUO, PRINCE</i>	KUSTRAK KORPER, <i>ANA LIA PATRÍCIO, STEFAN HOLMLID, LARS WITELL</i>	OF TOP MANAGEMENT TEAMS <i>HEMMERT, MARTIN CECILE K. CHO JI-YOUNG LEE</i>	PACTS OF CONTRACT COMPLEXITY AND RELATIONAL TRUST <i>KHRAISHI, AHMAD ANTONY PAULRAJ FAHIAN HUQ</i>	CUSTOMER PERSPECTIVE <i>HANKER, ANNA-LENA MONIKA C. SCHUHMACHER ELISA BUTTLER</i>	<i>KARAGEYIM, MERAL AHU</i>
11:30 – 12:00	RADICAL MEANING INNOVATION THROUGH DESIGN: THE DESCOMPLICA STUDY CASE <i>LOBO, RAPHAEL CLAUDIO PITASSI</i>	PLATFORM ECOSYSTEMS: ORCHESTRATING DOUBLE-SIDEDNESS AND ROLE OF PARTNER EXCLUSIVITY <i>ORUGANTI, VIDYA VINCENT MANGEMATIN</i>	HOW TO MAKE DESIGN TOOLS WORK? TAKING A CLOSER LOOK AT THE MECHANISMS IN THE NEEDFINDING PHASE WHEN GENERATING NEW PRODUCT CONCEPTS <i>MEINEL, MARTIN TOBIAS T. EISMANN CHRISTIAN V. BACCARELLA KAI-INGO VOIGT SEBASTIAN K. FIXSON</i>	TOWARDS A FRAMEWORK FOR STRATEGIC DESIGN OF INNOVATION LABORATORIES <i>KLOOKER, MARIE CLAUDIA NICOLAI</i>	TECHNOLOGICAL COMPLEXITY, ADAPTATION TO A PLATFORM, AND DEPENDENCE IN VALUE CO-CREATING PARTNERSHIPS <i>LEW, YONG KYU JUNIC KIM</i>	URBAN INNOVATION PROJECTS: INTEGRATING STAKEHOLDERS IN REGIONAL ECOSYSTEMS <i>KROH, JULIA CARSTEN SCHULTZ</i>	IT'S MINE, I DECIDE WHAT TO CHANGE. THE ROLE OF PSYCHOLOGICAL OWNERSHIP IN EMPLOYEES' PROCESS INNOVATION BEHAVIOR <i>LEYER, MICHAEL ANN-KATHRIN HIRZEL JÜRGEN MOORMANN</i>
12:00 – 12:30	EXPLORING OPPORTUNITIES HIDDEN IN GENERAL PURPOSE TECHNOLOGY: THE CASE OF IBM WATSON <i>MAGISTRETTI, STEFANO CLAUDIO DELL'ERA</i>	THE ROLE OF INDIVIDUAL AMBIDEXTERITY FOR ORGANIZATIONAL PERFORMANCE – EXAMINING EFFECTS OF AMBIDEXTROUS KNOWLEDGE SEEKING AND OFFERING ON KNOWLEDGE ACCUMULATION AND DEPARTMENT PERFORMANCE <i>SCHNELLBAECHER, BENEDIKT JAN MILLEMANN, JAN KILLMER, SVEN HEIDENREICH, ELENA FREISINGER</i>	WHAT MAKES THE DIFFERENCE? WHY DOES DESIGN THINKING LEAD TO SUPERIOR PROJECT PERFORMANCE? <i>PAVLOVA, KRISTIANA CHRISTIANE RAU DIETFRIED GLOBOCNIK ANNE-KATRIN NEYER</i>	GOVERNMENTAL INTERMEDIARIES FOR CROSS-SECTORAL SYNERGIES: SPACE TECHNOLOGY AND APPLICATIONS FOR THE ENERGY SECTOR <i>KERSTENS, NATHALIE SHARON DOLMANS CHRISTINA GIANNOPAPA ISABELLE REYMEN</i>	THE DIRECT AND CONTINGENT IMPACT OF FORMALIZATION ON NPD COLLABORATION OUTCOMES <i>PEMARTÍN, MARÍA ANA ISABEL RODRÍGUEZ- ESCUDERO</i>		INDUSTRIAL CUSTOMERS' ORGANIZATIONAL READINESS FOR SERVICE INNOVATIONS: ADOPTING DATA- BASED ADVANCED SERVICES <i>MARTINSUO, MIIA EIJA VAITTINEN</i>

12:30 – 13:30	Lunch Orangerie
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	Room : B025	Room : B027	Room : B028	Room : B030	Room : B031	Room : B033	Room : B034
DAY 2	03 - Design's Role in Innovation and New Product Development Chair: DELL'ERA, CLAUDIO	04 - Emerging and Early Research (Young Scholars Track) Chair: BARCZAK, GLORIA	07 - Innovation by Design Chair: HATCHUEL, ARMAND	TRACK 10 - Innovation Strategies and Leadership Chair: SALOMO, SOEREN	15 - Networks and Alliances in New Product Development Chair: PERKS, HELEN MARGARET	17 - Open Innovation Chair: CHRISTIANSEN, JOHN K.	18 - Organising New Product Development Chair: DE WEERD-NEDERHOF, PETRA
	Challenge Session		Challenge Session			Challenge Session	
13:30 – 14:00	DESIGNING SERVICE-CENTRIC PRODUCT-SERVICE SYSTEMS <i>RIZVI, MOHD AHSAN KABIR</i> <i>ENG K. CHEW</i>	HOW DIGITAL PROCESS INNOVATIONS SHAPE INNOVATION DEVELOPMENT PROCESSES – A FOCUS ON VIRTUAL AND AUGMENTED REALITY <i>WEINECKER, DENIS MONIKA C.</i> <i>SCHUHMACHER</i>	DESIGN EVALUATION OF ELECTRIC VEHICLES: MODERATING EFFECTS OF CONSUMER CHARACTERISTICS <i>RESE, ALEXANDRA BENJAMIN HÖFER</i> <i>DANIEL BAIER</i>	THE INFLUENCE OF TECHNOLOGY FORESIGHT ACTIVITIES ON MANAGERIAL TECHNOLOGY FRAMES <i>KLOS, CHRISTOPH</i> <i>PATRICK SPIETH</i>	MANAGING OUTSOURCED NEW PRODUCT DEVELOPMENT: THE ROLE OF ORGANIZATIONAL CONTROLS, KNOWLEDGE INTEGRATION MECHANISMS, AND SUPPLIER FLEXIBILITY <i>SIHAG, VIKRANT</i> <i>SERGE A. RIJSDIJK</i> <i>JAN VAN DEN ENDE</i>	CROWDSOURCING FOR MANUFACTURING TECHNOLOGIES – ACCELERATION OF TIME-TO-MARKET <i>DRESSEN, SEBASTIAN KATHARINA HÖLZLE,</i> <i>THOMAS NEUENHAHN,</i> <i>IRIS WEINREICH</i>	VISUALIZATIONS: THEIR USE AND IMPACT ON INNOVATION PORTFOLIO DECISION MAKING <i>KILLEN, CATHERINE JOANA GERALDI</i> <i>ALEXANDER KOCK</i>
14:00 – 14:30	DYNAMIC DESIGN CAPABILITIES: WHAT IS THE ROLE OF INNOVATION SPEED? <i>SWAN, K. SCOTT</i> <i>CHARLES NOBLE</i> <i>RON HESS</i>	ENABLING SMALL FIRM GROWTH THROUGH PROCESS INNOVATION - A REFLECTION <i>YEONG, AQUILA ROY STRATTON</i>	EMPOWERING TEAMS THROUGH DESIGN THINKING: CONSEQUENCES OF USING DESIGN THINKING PRINCIPLES IN INNOVATION PROJECTS <i>SALZMANN, EDMUND</i> <i>CHRISTIAN</i> <i>ALEXANDER KOCK</i>	CEO OVERCONFIDENCE AND INNOVATION: THE MODERATING ROLE OF BOARD SOCIAL CAPITAL <i>KRAFT, PRISCILLA SARAI</i> <i>DICKLER, TERESA ANTONIA</i> <i>BAUSCH, ANDREAS</i>	OPEN-COOPETITION IN THE AUTOMOBILE INDUSTRY <i>TEIXEIRA, JOSE</i>	OPENNESS, ORGANIZATIONAL CAPABILITIES AND PERFORMANCE <i>PODMETINA, DARIA</i> <i>ROMAN TEPOV,</i> <i>EKATERINA ALBATS</i>	THE ROLE OF HR SYSTEMS OF PRACTICES IN STIMULATING DIFFERENT TYPES OF INNOVATION <i>KOK, ROBERT</i> <i>ROEL SCHOUTETEN,</i> <i>ERIK POUTSMA, PAUL LIGTHART</i>

14:30 – 15:00	<p>THE ROLE OF AESTHETICS IN NPD AND INNOVATION PROCESS: AN EXPLORATORY RESEARCH IN THE FASHION INDUSTRY.</p> <p><i>SINHA, RISHIKESH JAMES FLECK</i></p>	<p>HOW AMBIDEXTROUS ARE FIRMS ACTUALLY? SEARCHING FOR THE R&D CAPABILITY FRONTIER OF EXPLORATION AND EXPLOITATION USING DATA ENVELOPMENT ANALYSIS</p> <p><i>ZHOU, QIJUN ROB DEKKERS ROBERT CHIA</i></p>	<p>TREND SCANNING AND TREND SPOTTING IN PURSUE OF VALUE CREATION DIRECTIONS IN DESIGN ROADMAPPING</p> <p><i>SIMONSE, LIANNE ERIK-JAN HULTINK</i></p>	<p>HOW TO IDENTIFY A HIDDEN CTO? ROLES, FUNCTIONS AND CORE ACTIVITIES OF TECHNOLOGY EXECUTIVES IN THE INITIATION PHASE OF RESEARCH AND DEVELOPMENT PROJECTS</p> <p><i>LOHMUELLER, BERTRAM ALEXANDER PETRIKHIN</i></p>	<p>THE MEDIATING ROLE OF SOCIAL DECISION-MAKING CONSTRAINTS AND MODERATING ROLE OF HIGH-LOW CONTEXT IN THE SOCIAL CAPITAL--PRODUCT INNOVATION RELATIONSHIP</p> <p><i>WANG, ZHAN REGINA MCNALLY HELENA LENIHAN</i></p>	<p>INNOVATING IN THE CROWD: THE IMPACT OF CORE AND NON-CORE CONTRIBUTIONS AND CONTRIBUTION TIMING ON NEW PRODUCT DEVELOPMENT SUCCESS IN A CROWDSOURCING COMMUNITY</p> <p><i>O'HERN, MATTHEW BILLUR AKDENIZ SHUILI DU</i></p>	<p>ZERO MARGINAL COST ECONOMY: EXPLORATION OF BEST PRACTICES OF MANAGEMENT ACCOUNTING IN NPD OF HIGH-TECH STARTUPS COMPANIES</p> <p><i>OLIVEIRA, JORGE MANUEL NUNES PAULO AFONSO</i></p>

15:00 – 15:30	<p>Coffee break Orangerie</p>						
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	Room : B025	Room : B027	Room : B028	Room : B030	Room : B031	Room : B033	Room : B034
DAY 2	Track 05 - Engineering Issues in Innovation and New Product Development & Track 06 - Innovation and New Product Development in Family Firms Chair: HATCHUEL, ARMAND	18 - Organising New Product Development Chair: SAREN, MICHAEL Challenge Session	01 - Bottom of the pyramid, BOP, Innovation Chair: LE MASSON, PASCAL	TRACK 10 - Innovation Strategies and Leadership Chair: GRIFFIN, ABBIE Challenge Session	22 - Theory Development in Innovation and New Product Development Management Research Chair: BSTIELER, LUDWIG	17 - Open Innovation Chair: HULTINK, ERIK JAN	20 - Service Innovation and New Service Development Chair: PATRICIO, LIA
15:30 – 16:00	HOW ENGINEERS GAIN THE ATTENTION OF DECISION MAKERS? PROFESSIONAL END USERS GIVE INTERNAL LEGITIMACY FOR INNOVATIONS <i>BELKHOUSA, SENDA CORINE GENET VINCENT MANGEMATIN</i>	INNOVATING ON AN EXISTING PRODUCTION LINE: HOW PROCESS FIRMS USE THE MODULAR RECOMBINATION OF KNOWLEDGE TO DEVELOP PRODUCTS <i>SIMMS, CHRISTOPHER DUSANA HULLOVA</i>	PRO-POOR INNOVATION ADOPTION IN THE BOP MARKET: TOWARD AN INTEGRATED VIEW <i>HASAN, MD RAJIBUL BEN LOWE DAN PETROVICI</i>	DYNAMIC PRODUCT PROLIFERATION AND FIRM PERFORMANCE IMPLICATIONS <i>PAKHUNWANICH, PIJAK VICTORIA M. STORY JOHN W. CADOGAN</i>	FRAMING AT THE CEO, TOP MANAGEMENT TEAM, AND THE MIDDLE MANAGEMENT INTERFACES: HOW MUCH DOES THE CEO MATTER? <i>ROETH, TOBIAS PATRICK SPIETH</i>	THE IMPACT OF DIFFERENCES IN PERCEPTIONS OF UNIVERSITY-INDUSTRY R&D PROJECTS ON COLLABORATION PERFORMANCE <i>SCHULTZ, CARSTEN OLIVER GRETSCH ALEXANDER KOCK</i>	REQUIREMENTS FROM INDUSTRIAL INTERNET FOR INNOVATIONS IN ADVANCED INDUSTRIAL SERVICES <i>MARTINSUO, MIIA FANNI LAURILA</i>
16:00 – 16:30	INNOVATION MANAGEMENT ON SME IN UNDEVELOPED COUNTRIES: AN EMPIRICAL STUDY WITH FAMILY FIRMS IN MÉXICO <i>MUNUERA-ALEMAN, JOSE LUIS GONZALO MALDONADO-GUZMÁN</i>	HOW RELEVANT IS STAGE-GATE TO NEW PRODUCT DEVELOPMENT TODAY? <i>BAXTER DAVID PAUL TROTT, PAUL ELLWOOD</i>	THE QUESTION OF A FRUGAL MINDSET IN MNCS – FRAMING AN EMERGING PHENOMENON WITH A SYSTEMATIC LITERATURE REVIEW <i>KROHN, MALTE DAVID CORNELIUS HERSTATT</i>	FINDING THE WAY IN ROADMAPPING: THEORY, PRACTICE AND FUTURE DIRECTIONS <i>SIEBELINK, REMCO ERWIN HOFMAN JOHANNES I.M. HALMAN INGO NEE</i>	EXPLAINING STANDARD SUCCESS FOR COMPLEX SYSTEMS <i>VAN DE KAA, GEERTEN</i>	THE ROLE OF OPENNESS TO EXTERNAL KNOWLEDGE SOURCES IN INNOVATION VALUE CHAINS. HOW DO HIGH- AND LOW-TECH FIRMS DIFFER IN THEIR BEHAVIOR? <i>SCHULZ, PHILIPP</i>	FRONTLINE EMPLOYEES ASSISTING R&D SCREENING SERVICE IDEAS <i>NETZ, JOHAN PETER R MAGNUSSON LARS E OLSSSON</i>

16:30 – 17:00	<p>THE LEARNING-BY-EXPORTING EFFECT ON FAMILY FIRM PRODUCT INNOVATION: A LONGITUDINAL STUDY</p> <p><i>PEMARTÍN, MARÍA GREGORIO SÁNCHEZ-MARÍN, ALFREDO DE MASSIS, JOAQUÍN MONREAL-PÉREZ, FEDERICO FRATTINI</i></p>	<p>THE DISPERSION OF DEPARTMENTAL DECISION-MAKING AUTHORITY IN INNOVATION DEVELOPMENT</p> <p><i>WELLE, MARKUS SABINE KUESTER MONIKA C. SCHUHMACHER</i></p>	<p>INNOVATION AT THE BOTTOM-OF-THE-PYRAMID (BOP): A CONCEPTUALIZATION OF BOP INNOVATION CAPABILITY</p> <p><i>VON JANDA, SERGEJ SABINE KUESTER MONIKA C. SCHUHMACHER</i></p>	<p>CHANGING THE FABRIC: TOWARDS A CONCEPTUALIZATION OF PIVOTING</p> <p><i>WELLER, STEPHANIE MIRIAM RENÉ BOHNSACK, SANA AKBAR KHAN</i></p>	<p>DIFFERENT PERSPECTIVES ON FACILITATOR'S NEUTRALITY IN INNOVATION MANAGEMENT</p> <p><i>WRÓBEL, AGATA EWA CARINA LOMBERG PHILIP CASH</i></p>	<p>COMMUNITY-BASED FORESIGHT: USING ONLINE COMMUNITIES AT THE FRONT END OF FORESIGHT</p> <p><i>ZENG, MICHAEL ANDREAS REIMO JAHN HANS KOLLER FERDINAND GNADT</i></p>	<p>EXAMINING THE STRATEGIC FIT BETWEEN BUSINESS ENVIRONMENT AND SERVICE INNOVATION – AN AUSTRALIAN PERSPECTIVE</p> <p><i>PRAJOGO, DANIEL</i></p>
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19:00	<p>Conference Dinner (bus leaves FEUP at 18:00, return expected at 23:00) Hotel Yeatman</p>
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Wednesday, June 13, 2018 - Room: Auditorium

08:45 – 10:30	<ul style="list-style-type: none"> • Welcome and introduction to the day. Christer Karlsson & Paul Coughlan • Innovation Strategy. Innovation at the French Railways Authority (SNCF). Dominique Laousse, Head of Innovation & Prospective, SNCF, France. • Extending the business model to solution provider, Trackunit. Per Stjernqvist VP Servitization & Solutions, Trackunit, Denmark and Christer Karlsson. • Open innovation and Collaboration in Logistics and Supply Chain Management. João Amaral, Board member, CIO, Logistics and Supply Chain, Sonae MC. • Innovation and NPD in the aviation industry. ZAL– Hamburg’s Center of Applied Aeronautical Research. Roland Gerhards - CEO of ZAL.
10:30 – 11:00	Coffee break
11:00 – 11:45	Collaborative research challenges and opportunities. Panel with the industrial speakers. Moderators Christer Karlsson & Paul Coughlan.
11:50 – 12:20	History of Innovation and Product Development Management. Abbie Griffin.
12:20 – 12:50	Current trends and Challenges. Gloria Barczak.
12:50 – 13:50	Lunch
13:50 – 14:20	Young scholars’ development. Armand Hatchuel and Keith Goffin with PhD guests.
14:20 – 14:50	Career development. Three outstanding cases: Tommaso Buganza, Ann Ledwith, Jennie Björk. Moderator Paul Coughlan.
14:50 – 15:20	Research quality. What makes quality and contribution? Best papers awards criteria. From conference paper to journal manuscript. Journal editors. Moderator Paul Coughlan and Christer Karlsson.
15:20 – 15:50	Coffee break
15:50 – 16:30	Research ideas. Open plenary, participants’ ideas and voting. Moderators Christer Karlsson & Paul Coughlan with editors’ comments.
16:30 – 17:10	Research approaches – how we do it and what we contribute. Study on Applied approaches over time by Keith Goffin. Collaborative research introduction. Moderators Christer Karlsson and Paul Coughlan.
17:15 – 18:00	Closing Session <ul style="list-style-type: none"> ➤ Best Papers Awards ➤ Outlook to the 2019 Conference ➤ Change of guards ➤ Closing

