



22<sup>nd</sup>

# Innovation and Product Development Management Conference

June 14-16, 2015  
Copenhagen, Denmark

**PROGRAMME**

## Sunday June 14, 2015

<b>17:00-19:00</b>	<b>Welcome Reception: Balcony Solbjerg Plads 3, 2000, Frederiksberg</b> 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

<b>08:00-08:45</b>	<b>Registration, CBS, Solbjerg Plads 3, 2000, Frederiksberg</b>
<b>08:45-09:15</b>	<b>Opening &amp; Welcome (SPs01)</b> 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
<b>09:15-10:00</b>	<b>Keynote addresses - SPs01</b> <i>Development of a successful product series at Lego. Camilla Jeppesen, Marketing Manager, Lego,</i>
<b>10:00-10:30</b>	<b>Coffee break</b>

**Parallel Session Monday 15 (10:30 – 12:30)**

<b>Room 1: SP112</b>	<b>Room 2: SP113</b>	<b>Room 3: SP114</b>	<b>Room 4: SP207</b>	<b>Room 5: SP208</b>	<b>Room 6: SP210</b>	<b>Room 7: SP212</b>	<b>Room 8: SP213</b>	<b>Room 9: SP214</b>
<b>Track A: Organizing PD (I)</b>	<b>Track A: Organizing PD (II)</b>	<b>Track T: Innovation Theories (I)</b>	<b>Track D: Radical Innovation (I)</b>	<b>Track E: Marketing and Users (I)</b>	<b>Track F: Managing Knowledge in PD (I)</b>	<b>Track G: Creativity in PD (I)</b>	<b>Track O: Sustainability(I)</b>	<b>Track I: Networks and Alliances in PD (I)</b>
<b>Gloria BARCZAK</b>	<b>Thomas HUSTAD</b>	<b>Hans KOLLER</b>	<b>John K. CHRISTIANSEN</b>	<b>Abbie GRIFFIN</b>	<b>Keith GOFFIN</b>	<b>Pascal LE MASSON</b>	<b>Tomoko KAWAKAMI</b>	<b>Anthony Di BENEDETTO</b>
<p>CONTRASTING PLATFORM THINKING AND PRODUCT MODULARIZATION: A SURVEY OF SWEDISH PRODUCT DEVELOPMENT PRACTICES</p> <p><b>BOER HENRIKE ENGELE ELISABETH, (AALBORG UNIVERSITY - DENMARK) - MAGNUS PERSSON</b></p>	<p>FORMALIZATION AND CENTRALIZATION AS ANTECEDENTS AND MODERATORS OF NPD PORTFOLIO PLANNING</p> <p><b>CARBONELL PILAR, (YORK UNIVERSITY - CANADA) - ANA I. RODRIGUEZ ESCUDERO</b></p>	<p>UNDERSTANDING EMERGING MARKET COMPANIES AND CUSTOMERS: AN EMPIRICAL STUDY OF INNOVATION CONSTRUCTS FOR NEW PRODUCT DEVELOPMENT</p> <p><b>BREM ALEXANDER, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - NIVEDITA AGARWAL AND MICHAEL GROTKE</b></p>	<p>MOVING BEYOND THE MYTH OF CROWDSOURCING THE CONTRIBUTION OF CIRCLES IN THE DEVELOPMENT OF RADICALLY-NEW MEANINGS</p> <p><b>ALTUNA NAIARA, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - CLAUDIO DELL'ERA PAOLO LANDONI ROBERTO VERGANTI</b></p>	<p>LEAD USER IN THE MEDICAL HOME CARE INDUSTRY</p> <p><b>GROB DOMINIQUE-PASCAL, (UNIVERSITY OF THE FEDERAL ARMED FORCES HAMBURG - GERMANY) - HANS KOLLER</b></p>	<p>KNOWLEDGE CONVERSION PROCESSES AS ENABLERS OF FIRM CREATIVITY AND FIRM PERFORMANCE: MEDIATION THROUGH ORGANIZATIONAL SOCIAL CAPITAL</p> <p><b>DURMUSOGLU SERDAR, (UNIVERSITY OF DAYTON - U.S.A.) - DILEK ZAMANTILI NAYIR KAREN WANG</b></p>	<p>SUPPORTING DECISIONS IN THE EARLY STAGES OF NEW PRODUCT DEVELOPMENT – THE ROLE AND THE POWER OF PATENT INTELLIGENCE</p> <p><b>MAURI FABRIZIA, (CARLO CATTANEO UNIVERSITY - ITALY) - RAFFAELLA MANZINI DIANA ROVATI</b></p>	<p>WHAT DRIVES INNOVATION WITH AN ENVIRONMENTAL IMPACT AND HOW DOES IT IMPACT PRODUCT INNOVATION PERFORMANCE?</p> <p><b>GODUSCHEIT RENÉ CHESTER, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - WOLFGANG GERSTLBERGER METTE PRÆST KNUDSEN</b></p>	<p>THE CHALLENGES OF BEING TWO FOR INNOVATION</p> <p><b>BRØDE JEPSEN LISBETH, (BUSINESS ACADEMY SOUTH WEST - DENMARK) - TINA LUNDØ TRANEKJER METTE PRÆST KNUDSEN</b></p>
<p>EXPERIENCE-BASED LEARNING AND CYCLE TIME REDUCTION FOR INCREMENTAL AND NEW-TO-THE-FIRM PRODUCT DEVELOPMENT PROJECTS</p> <p><b>CANKURTARAN PINAR, (DELFT UNIVERSITY OF TECHNOLOGY - NETHERLANDS) - SERGE RIJSDIJK FRED LANGERAK</b></p>	<p>VIRTUAL KNOWLEDGE BROKERS: SAME, SAME, BUT DIFFERENT!</p> <p><b>SCHUHMACHER MONIKA, (UNIVERSITY OF MANNHEIM - GERMANY) - TOBIAS SCHAEEL, WOLFGANG PETRICH, SABINE KUESER</b></p>	<p>KIN-DIRECTED COOPERATION MAY IMPACT INNOVATIVE POTENTIAL AND BUSINESS MODELS IN FAMILY FIRMS: SOME EVOLUTIONARILY BASED HYPOTHESES</p> <p><b>JASIENSKI MICHAL, (NOWY SACZ BUSINESS SCHOOL - NATIONAL LOUIS UNIVERSITY - POLAND) -</b></p>	<p>AN EMPIRICAL TEST OF DIVERGENT THINKING AND ITS IMPACT ON ORGANIZATIONAL MARKET VISIONING COMPETENCE</p> <p><b>REID SUSAN, (BISHOP'S UNIVERSITY - CANADA) - ULRIKE DE BRENTANI</b></p>	<p>MAGIC MOMENTS: WHEN CUSTOMER INSIGHTS EMERGE</p> <p><b>SAKELLARIOU EVY, (THE AMERICAN COLLEGE OF GREECE - GREECE) - KALIPSO KARANTINOU KEITH GOFFIN</b></p>	<p>THE TECHNICAL OBJECT AS A RESOURCE OF IMAGINARIES STIMULATION- THE CASE OF TWIZY IN THE AUTOMOTIVE INDUSTRY</p> <p><b>LE DU LAURA, (ENSMP - ECOLE NATIONALE SUPÉRIEURE DES MINES DE PARIS - FRANCE) - SOPHIE HOOGE, PASCAL LE MASSON</b></p>	<p>EMPLOYEES AS A SOURCE OF INNOVATION: ANTECEDENTS OF PARTICIPATION IN IDEA GENERATION AND IMPLEMENTATION PHASES</p> <p><b>PELLIZZONI ELENA, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - TOMMASO BUGANZA</b></p>	<p>IS THAT A GREEN HALO...? WILL ADDING A GREEN PRODUCT IN THE PRODUCT PORTFOLIO AFFECT GREEN PERCEPTIONS OF A NON-GREEN PRODUCT</p> <p><b>KUMAR MINU, (SAN FRANCISCO STATE UNIVERSITY - U.S.A.) - JANELL TOWNSEND BERK TALAY</b></p>	<p>GOVERNANCE OF COLLABORATIVE INNOVATION PROJECTS IN CONSORTIA: A MULTIPLE-CASE STUDY ANALYSIS</p> <p><b>COLETTI MICHELE, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - LORENZO BARBERO PAOLO LANDONI RAFFAELLA CAGLIANO</b></p>

<p>FORESIGHT CAPABILITIES AS DRIVER FOR ORGANIZATIONAL CHANGE AND NEW PRODUCT DEVELOPMENT</p> <p><b>EHLS DANIEL, (HAMBURG UNIVERSITY OF TECHNOLOGY - GERMANY) - MEIR-EWERT CHRISTINA</b></p>	<p>THE ROLE OF MARKETING LOGICS IN THE SELECTION OF INNOVATIONS IN NPD</p> <p><b>ONARHEIM BALDER, (TECHNICAL UNIVERSITY OF DENMARK) - GORM GABRIELSEN BO T. CHRISTENSEN</b></p>	<p>CHANGE FROM WITHIN: THE ROLE OF TTOS IN ESTABLISHING AN INTRA-UNIVERSITY ENTREPRENEURIAL ECOSYSTEM FROM A MARKETING PERSPECTIVE</p> <p><b>KESTING TOBIAS, (MUENSTER UNIVERSITY - GERMANY) - BERND WURTH</b></p>	<p>PROGRAM LEVEL INFLUENCE OF MARKET VISIONING COMPETENCE AND MARKET VISION ON BEFORE-LAUNCH STAGE PERFORMANCE</p> <p><b>THONGPRAVATI ONNIDA, (SWINBURNE UNIVERSITY OF TECHNOLOGY - AUSTRALIA) - MIKE REID</b></p>	<p>USER EXPERIENCE IN TECHNOLOGY INVESTMENT DECISIONS OF INDUSTRIAL FIRMS</p> <p><b>SUNDBERG HANNA-RIIKKA, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) - MARKO SEPPÄNEN</b></p>	<p>SALESPERSONS' MARKET INTELLIGENCE ACTIVITIES IN NEW PRODUCT DEVELOPMENT</p> <p><b>RAUCH ANDREAS, (UNIVERSITY OF MANNHEIM - GERMANY) - SABINE KUESTER</b></p>	<p>THE INTERPLAY OF OPERATIONS, MARKETING, AND PRODUCT INNOVATION: A DYNAMIC AND INTERDEPENDENT SIMULATION DECISION MODEL</p> <p><b>VAN DEN BROEKE MAUD, (VLERICK BUSINESS SCHOOL - BELGIUM) - BART DEVOLDERE STEFAN CREEMERS ROBERT BOUTE</b></p>	<p>HARNESSING DIFFERENCE: A CAPABILITY-BASED FRAMEWORK FOR ENGAGING STAKEHOLDERS IN SUSTAINABILITY INNOVATION</p> <p><b>WATSON ROSINA, (CRANFIELD UNIVERSITY / U.K.) HUGH WILSON PALIE SMART EMMA MACDONALD</b></p>	<p>CORPORATE ACCELERATORS: USING OPEN INNOVATION TO BUILD BRIDGES BETWEEN STARTUPS AND GIANTS</p> <p><b>KOHLER THOMAS, (HAWAII PACIFIC UNIVERSITY - U.S.A.) -</b></p>
<p><b>12:30-13:30</b></p>	<p><b>Lunch, second floor, Kantinen, SP</b></p>							

**Parallel Session Monday 15 (13:30 – 15.30)**

<b>Room 1: SP112</b>	<b>Room 2: SP113</b>	<b>Room 3: SP114</b>	<b>Room 4: SP207</b>	<b>Room 5: SP208</b>	<b>Room 6: SP210</b>	<b>Room 7: SP212</b>	<b>Room 8: SP213</b>	<b>Room 9: SP214</b>
<b>Track A: Organizing PD (III)</b>	<b>Track A: Organizing PD (IV)</b>	<b>Track C: Innovation Strategies and Leadership (I)</b>	<b>Track D: Radical Innovation (II)</b>	<b>Track E: Marketing and Users (II)</b>	<b>Track F: Managing Knowledge in PD (II)</b>	<b>Track G: Creativity in PD (II)</b>	<b>Track O: Sustainability (II)</b>	<b>Track I: Networks and Alliances in PD (II)</b>
<b>Keith GOFFIN</b>	<b>Tomoko KAWAKAMI</b>	<b>Helen PERKS</b>	<b>Armand HATCHUEL</b>	<b>Abbie GRIFFIN</b>	<b>Claus VARNES</b>	<b>Thomas HUSTAD</b>	<b>Hans KOLLER</b>	<b>Petra DE WEERD- NEDEROF</b>
THE GREATEST OF FAULTS IS TO BE CONSCIOUS OF NONE: EXPLORING DECISION ERRORS IN REVIEWING INNOVATION PROJECTS  <b>REINARTZ DOMINIK, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER</b>	PIONEERING THE COMBINED USE OF AGILE AND STAGE-GATE MODELS IN NEW PRODUCT DEVELOPMENT – CASES FROM THE MANUFACTURING INDUSTRY  <b>DAALHUIZEN JAAP, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN</b>	ORGANIZATIONAL DIMENSIONS OF BUSINESS MODEL INNOVATION: THE CASE OF THE EUROPEAN POSTAL INDUSTRY  <b>BOGERS MARCEL, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - KRISTIAN SUND, JUAN ANDREI VILLARROEL</b>	EFFECTUATION OR CAUSATION AS THE KEY TO CORPORATE VENTURE SUCCESS? INVESTIGATING EFFECTS OF ENTREPRENEURIAL BEHAVIORS ON BUSINESS MODEL INNOVATION AND VENTURE PERFORMANCE  <b>MILLEMANN JAN ANDRE, (SAARLAND UNIVERSITY - GERMANY) - JOCHEN SCHMIDT FABIAN FUTTERER SVEN HEIDENREICH</b>	THANKS, BUT NO, THANKS! THE PITFALLS OF INVITING CUSTOMERS TO CO-CREATE WITH FIRMS  <b>TALKE KATRIN, (TECHNICAL UNIVERSITY OF BERLIN - GERMANY) - KATHRIN URBAN</b>	STAY OUT OF MY WAY! EFFECTIVE ORGANIZATION OF IP MANAGEMENT IN MULTI-BUSINESS COMPANIES  <b>ANDRIES PETRA, (GHENT UNIVERSITY - BELGIUM) - DRIES FAEMS ALBERTO DI MININ</b>	NUDGING CREATIVITY: THE EFFECT OF PRIMING ON INDIVIDUAL IDEATION  <b>AGOGUE MARINE, (HEC MONTREAL - CANADA) - MATHIEU CASSOTTI, SOPHIE HOOGHE, BÉATRICE PARGUEL</b>	DO RESOURCE CONSTRAINTS TRIGGER OR HAMPER INNOVATION? A LONGITUDINAL STUDY OF UK HIGH-TECH FIRMS  <b>LIU REBECCA, (LANCASTER UNIVERSITY / MANAGEMENT SCHOOL - U.K.) - JOSH SIEPEL</b>	THE RELATIONSHIP PROMOTER: TRUST SUBSTITUTE IN NPD COLLABORATION  <b>PEMARTÍN MARÍA, (MURCIA UNIVERSITY - SPAIN) - GREGORIO SÁNCHEZ-MARÍN JOSÉ LUIS MUNUERA-ALEMÁN</b>
DECISION MAKING PROCESSES FOR GLOBAL PRODUCT DEVELOPMENT – A CASE STUDY  <b>SOENDERGAARD ERIK, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN</b>	DOES USER-INNOVATION THEORY EXPLAIN EMPLOYEES' BOOTLEGGING BEHAVIOR? AN EMPIRICAL INVESTIGATION OF A NOVEL THEORETICAL APPROACH  <b>GLOBOCNIK DIETFRIED, (GRAZ KARL-FRANZENS UNIVERSITY - AUSTRIA) -</b>	AN ANALYSIS OF OPEN INNOVATION AS COMPETITIVE ADVANTAGE IN AN INDUSTRY: AN AGENT-BASED SIMULATION  <b>RISOM JEPERSEN KRISTINA</b>	ORTHOGONAL TWO-SIDED MARKETS: STRATEGIES AND NEW OPPORTUNITIES THOROUGH BREAKTHROUGH INNOVATIONS  <b>BUGANZA TOMMASO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - DANIEL TRABUCCHI</b>	TEACHING CUSTOMER INVOLVEMENT IN INNOVATION PROJECTS– A ROLE PLAY SIMULATION  <b>LARBIG CHRISTINE, (CENTRAL SWITZERLAND UNIVERSITY OF APPLIED SCIENCES - SWITZERLAND) - CHRISTINA NEYLAN</b>	INTELLECTUAL PROPERTY: TENSION ON OPEN INNOVATION?  <b>GUDERIAN CARSTEN, (WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT - GERMANY) - PETER M. BICAN ANNE K. RINGBECK</b>	HOW TASK INSTRUCTIONS IMPACT THE CREATIVITY OF DESIGNERS AND ORDINARY PARTICIPANTS IN ONLINE IDEA GENERATION?  <b>CHAFFOIS CÉDRIC, (GRENOBLE ECOLE DE MANAGEMENT - FRANCE) - THOMAS GILLIER YANNIG ROTH MUSTAPHA BELKHOUJA</b>	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)  <b>NYSTRÖM THOMAS, (VIKTORIA SWEDISH ICT - SWEDEN) - MATS WILLIANDER, MARCUS LINDER</b>	THE RELATIONSHIP BETWEEN OUTSOURCING AND INNOVATION PERFORMANCE IN UK FURNITURE MANUFACTURING  <b>READMAN JEFF, (UNIVERSITY OF BRIGHTON - U.K.) -</b>

<p>HINDSIGHT IS EASIER THAN FORESIGHT: THE ADVANTAGES OF 'HYBRID' GATE TIMING</p> <p><b>VAN OORSCHOT KIM, (BI NORWEGIAN BUSINESS SCHOOL - NORWAY) - KATRIN ELING FRED LANGERAK</b></p>	<p>THE DIFFERENTIAL EFFECTS OF ORGANIZATIONAL PROCESS INNOVATION AND TECHNOLOGICAL PROCESS INNOVATION ON PRODUCT INNOVATION PERFORMANCE AND OPERATIONAL EFFICIENCY</p> <p><b>KOK ROBERT, (RADBOUD UNIVERSITY - NETHERLANDS) - PAUL E.M. LIGTHART, PETER M.M. VAESSEN, BEN DANKBAAR</b></p>	<p>RECONSIDERING INNOVATION ADOPTION: INSIGHTS FROM CONSUMER CULTURE THEORY</p> <p><b>BEVERLAND MICHAEL, (BATH UNIVERSITY - U.K.) - MARIA SAAKSJARVI AVI SHANKAR</b></p>	<p>DEMOCRATIZING JOURNALISM – HOW USER-GENERATED CONTENT AND USER COMMUNITIES AFFECT PUBLISHERS' BUSINESS MODEL</p> <p><b>ZENG MICHAEL ANDREAS, (UNIVERSITY OF THE FEDERAL ARMED FORCES HAMBURG - GERMANY) - BIANCA DENNSTEDT HANS KOLLER BENJAMIN SCHULTE</b></p>	<p>INNOVATING TO LEARN: INNOVATION CONTESTS TO BUILD ORGANIZATIONAL CAPABILITY</p> <p><b>FIXSON SEBASTIAN, (BABSON COLLEGE - U.S.A.)</b></p>	<p>CREATIVE BOARD GAME DEVELOPMENT FROM THE GAME AUTHORS' PERSPECTIVE</p> <p><b>PLANK SARAH, (UNIVERSITY OF INNSBRUCK - AUSTRIA) - ANIKA ERLACHER VALENTINA ZABURUNOVA SOPHIE JOCHBERGER JULIA HAMANN</b></p>	<p>EFFECTS OF UNIVERSITY INDUSTRY COLLABORATION ON TECHNOLOGICAL NEWNESS</p> <p><b>WIRSICH ALEXANDER, (UNIVERSITY OF KIEL - GERMANY) - KOCK STRUMANN SCHULTZ</b></p>
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**15:30-16:00** *Coffee break*

**Parallel Session Monday 15 (16:00 – 17: 30)**

<b>Room 1: SP112</b>	<b>Room 2: SP113</b>	<b>Room 3: SP114</b>	<b>Room 4: SP207</b>	<b>Room 5: SP208</b>	<b>Room 6: SP210</b>	<b>Room 7: SP212</b>	<b>Room 8: SP213</b>	<b>Room 9: SP214</b>
<b>Track A: Organizing PD (V)</b>	<b>Track T: Innovation Theories (II)</b>	<b>Track C: Innovation Strategies and Leadership (II)</b>	<b>Track G: Creativity in PD (III)</b>	<b>Track E: Marketing and Users (III)</b>	<b>Track F: Managing Knowledge in PD (III)</b>		<b>Track L: Innovation Management in Start-ups and Small Firms (I)</b>	<b>Track P: Research by Young Scholars (I)</b>
<b>Anthony Di BENEDETTO</b>	<b>Helen PERKS</b>	<b>Ludwig BSTIELER</b>	<b>Armand HATCHUEL</b>	<b>Abbie GRIFFIN</b>	<b>Erik Jan HULTINK</b>		<b>Albert DAVID</b>	<b>Thomas HUSTAD</b>
<p>HOW DOES MANUFACTURING LOCATION MATTER FOR INNOVATION IN THE FASHION INDUSTRY?</p> <p><b>ABECASSIS-MOEDAS CELINE, (CATHOLIC UNIVERSITY OF PORTUGAL - PORTUGAL) - VALERIE MOATTI</b></p>	<p>THE BIG IMPACT OF ACTIVITIES DURING FUZZY FRONT END ON NPD PROJECT SUCCESS: A COMPARATIVE STUDY BETWEEN KOREAN AND JAPANESE MANUFACTURERS</p> <p><b>NAGAHIRA AKIO, (TOHOKU UNIVERSITY - JAPAN) - MAMMETSEYIDOV RUSLAN, SUMIE ISHIHARA</b></p>	<p>PAST PERFORMANCE AND NEW MARKET ENTRY IN THE VIDEO GAMES INDUSTRY</p> <p><b>GEMSER GERDA, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) - FREDERIK SITUMEANG NACHOEM WIJNBERG MARK LEENDERS</b></p>	<p>OPEN INNOVATION PERFORMANCE DIFFERENCES OF USER AND SUPPLIER CO-CREATION</p> <p><b>BAK FACCINI DANIEL, (AARHUS UNIVERSITY, SCHOOL OF BUSINESS AND SOCIAL SCIENCES - DENMARK) - KRISTINA RISOM JESPERSEN RUNE BYSTED</b></p>	<p>COMPLEXITY EXPECTATIONS AND PURCHASE INTENT OF RADICAL NEW PRODUCTS: AN EMPIRICAL STUDY OF WEARABLE DEVICES</p> <p><b>KAWAKAMI TOMOKO, (KANSAI UNIVERSITY - JAPAN) - MARK E. PARRY</b></p>	<p>THE IMPACT OF OPEN INNOVATION CLIMATE AND IT RESOURCES ON IT ARTIFACT USE AND OUTCOMES IN THE NPD PROCESS</p> <p><b>REID MIKE, (RMIT UNIVERSITY - AUSTRALIA) - ERIK JAN HULTINK TUCKER MARION GLORIA BARCZAK</b></p>		<p>INNOVATION CONTEST FOR NPD IN SMES: AN IN-DEPTH RETROSPECTIVE CASE STUDY</p> <p><b>ALFARO JOSE, (UNIVERSITY OF NAVARRA - SPAIN) - RODRIGUEZ FERRADAS, MARIA ISABEL SANDULLI, FRANCESCO</b></p>	<p>FUZZY FRONT END IN NEW PRODUCT DEVELOPMENT: DOES SIZE MATTER?</p> <p><b>GOMES SALGADO EDUARDO, (UNIVERSITY OF GLASGOW - BRAZIL) - ROB DEKKERS MARIA IOANNA KOUKOU</b></p>

<p>QUESTIONING IN DISTRIBUTED PRODUCT DEVELOPMENT TEAMS: SUPPORTING SHARED UNDERSTANDING</p> <p><b>CASH PHILIP, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) - SAEEMA AHMED-KRISTENSEN</b></p>	<p>RETHINKING IDEA ASSESSMENT: THE GENERATIVE APPROACH</p> <p><b>SUKHOV ALEXANDRE, (KARLSTAD UNIVERSITY - SWEDEN) - PETER MAGNUSSON LARS E. OLSSON</b></p>	<p>EXPLORING THE MERITS OF INTERNAL OUTSOURCING TO INCREASE EFFECTIVENESS AND EFFICIENCY IN IDEA SCREENING</p> <p><b>NETZ JOHAN, (KARLSTAD UNIVERSITY - SWEDEN) - ALEXANDER SUKHOV PETER R. MAGNUSSON</b></p>	<p>EVERTHING COMMUNITY? DESTRUCTIVE PROCESSES IN COMMUNITIES OF CROWDSOURCING COMPETITIONS</p> <p><b>FAULLANT RITA, (KLAGENFURT UNIVERSITY - AUSTRIA) - GUIDO DOLFUS</b></p>	<p>ANALYZING THE MICRO-PROCESSES OF COLLABORATIVE CONCEPT GENERATION AT IDEATION STAGES:</p> <p><b>KOVACEVIC, JOVANA - HOOGE SOPHIE DAVID ALBERT</b></p>	<p>DEVELOPING SOCIAL STRATEGIES FOR NPD: A CAPABILITY MODEL FRAMEWORK</p> <p><b>TUCKER MARION, (NORTHEASTERN UNIVERSITY - U.S.A.) - DEBBIE ROBERTS, MARINA CANDI, GLORIA BARCZAK</b></p>		<p>REASONING IN DESIGN: IDEA GENERATION CONDITION EFFECTS ON REASONING PROCESSES AND EVALUATION OF IDEAS</p> <p><b>CRAMER-PETERSEN CLAUS, (TECHNICAL UNIVERSITY OF DENMARK) - SAEEMA AHMED-KRISTENSEN</b></p>	<p>AGGREGATORS VS. INITIATORS: HOW DIFFERENT TYPES OF RESISTANCE LEADERS INFLUENCE INNOVATION DIFFUSION</p> <p><b>HIETSCHOLD NADINE, (DRESDEN UNIVERSITY OF TECHNOLOGY - GERMANY) - RONNY REINHARDT SEBASTIAN GURTNER</b></p>
<p>A TYPOLOGY FRAMEWORK FOR VIRTUAL PROJECT TEAMS: AN EMPIRICAL INVESTIGATION</p> <p><b>LEDWITH ANN, (UNIVERSITY OF LIMERICK, KEMMY BUSINESS SCHOOL - IRELAND) - PADHRAIC LUDDEN</b></p>	<p>HOW TO USE EMERGING MARKETS AS AN INNOVATION INCUBATOR FOR DEVELOPED MARKETS: A CONCEPTUAL FRAMEWORK</p> <p><b>VON JANDA SERGEJ, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER</b></p>	<p>ANTECEDENT OF INTERNATIONAL TECHNOLOGY OUT-LICENSING: INFLUENCE OF IN- ON OUT-LICENSING VOLUME</p> <p><b>FRATTINI FEDERICO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - UROS SIKIMIC, VITTORIO CHIESA</b></p>	<p>FAMILY FIRMS' INNOVATION DRIVERS AND PERFORMANCES</p> <p><b>PARK HONG Y., (SAGINAW VALLEY STATE UNIVERSITY - U.S.A.) - KAUSTAV MISRA SURENDER REDDY KYLIE JABER</b></p>	<p>HOSPITALS' ADOPTION OF PROCESS INNOVATIONS TO IMPROVE QUALITY OF CARE</p> <p><b>STERNKOPF JAN, (UNIVERSITY OF KIEL - GERMANY) - CARSTEN SCHULTZ</b></p>	<p>DOES AN OPEN INNOVATION PROCESS INFLUENCE NPD EFFECTIVENESS?</p> <p><b>TUCKER MARION, (NORTHEASTERN UNIVERSITY - U.S.A.) - SEBASTIAN K. FIXSON</b></p>		<p>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</p> <p><b>KOTTIKA EFTHYMIA, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - VLASIS STATHAKOPOULOS IOANNIS G. THEODORAKIS KONSTANTINOS KOTTIKAS</b></p>	
<p>19:00-22:00</p>		<p><b>Conference dinner, Tivoli</b></p>						

Tuesday June 16, 2015

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
<b>Track A:</b> Organizing PD (VI)	<b>Track B:</b> Service Innovation and NSD (I)	<b>Track C:</b> Innovation Strategies and Leadership (III)	<b>Track H:</b> Innovation by Design (I)	<b>Track T:</b> Innovation Theories (III)	<b>Track F:</b> Managing Knowledge in PD (IV)	<b>Track M:</b> Innovation in Family Firms (I)	<b>Track L:</b> Innovation Management in Start-ups and Small Firms (II)	<b>Track P:</b> Research by Young Scholars (II)
<b>Anthony Di BENEDETTO</b>	<b>Tommaso BUGANZA</b>	<b>Ludwig BSTIELER</b>	<b>Helen PERKS</b>	<b>John CHRISTIANSEN</b>	<b>Antonio FERNANDES</b>	<b>Erik Jan HULTINK</b>	<b>Albert DAVID</b>	<b>Tomoko KAWAKAMI</b>
DEVELOPING A TYPOLOGY FOR RISKS IN NEW PRODUCT DEVELOPMENT: A SYSTEMATIC REVIEW PERSPECTIVE  <b>AKRAM MUHAMMAD, (CRANFIELD UNIVERSITY / CRANFIELD SCHOOL OF MANAGEMENT - U.K.) - COLIN PILBEAM</b>	EVOLVING PRODUCT-SERVICE SYSTEM DESIGN FIELD THROUGH SERVICE DESIGN AND SERVICE-LOGIC: THE CASE OF LABORATORY MANUFACTURING INDUSTRY  <b>COSTA NINA, (UNIVERSITY OF PORTO - PORTUGAL) - LIA PATRÍCIO NICOLA MORELLI</b>	PORTFOLIO ORIENTATION IN NEW PRODUCT DEVELOPMENT, ITS ANTECEDENTS AND IMPACT ON PERFORMANCE  <b>DUBIEL ANNA, (WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT - GERMANY) - HOLGER ERNST MARCEL COULON TONY DI BENEDETTO</b>	DESIGN PRACTICES FOR EFFECTIVE CO-INNOVATION  <b>GEMSER GERDA, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) - GIULIA CALABRETTA, INGO KARPEN</b>	UNDERSTANDING THE IMPORTANCE OF PURCHASING IN RELATION TO NEW PRODUCT DEVELOPMENT  <b>BYSTED RUNE, (AARHUS UNIVERSITY, SCHOOL OF BUSINESS AND SOCIAL SCIENCES - DENMARK) -</b>	SUSTAINING STRUCTURAL CO-CREATION: PROACTIVE CHURN IDENTIFICATION IN INNOVATION COMMUNITIES  <b>DEBAERE STEVEN, (IÉSEG SCHOOL OF MANAGEMENT - FRANCE) - KRISTOF COUSSEMENT TOM DE RUYCK</b>	<b>SPECIAL INTRODUCTION TO FAMILY FIRMS</b>  <b>FREDERICO FRATTINI</b>	THE LAUNCH OF SERVICE INNOVATIONS BY START-UPS: AN INVESTIGATION OF (NON)ADOPTERS  <b>BAUMBACH ELISA, (UNIVERSITY OF MANNHEIM - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER MARKUS HUBERT</b>	HOW DOES TRANSFORMATIONAL LEADERSHIP PROMOTE EXPLORATORY AND EXPLOITATIVE INNOVATION? INSIGHTS FROM A META-ANALYSIS  <b>KRAFT PRISCILLA SARAI, (UNIVERSITY OF GIESSEN - GERMANY) - ANDREAS BAUSCH</b>
FROM EXPLORATION TO AMBIDEXTERITY: STRUCTURAL SEPARATION AND EVIDENCE FROM A TECHNOLOGY - BASED SERVICE FIRM PRACTICES  <b>DYMYD LESYA, (STRASBOURG III UNIVERSITY - FRANCE)</b>	LOCATING SERVICIZATION WITHIN THE WIDER SERVICES COMMUNITIES: A 25-YEAR BIBLIOMETRIC APPROACH  <b>PILKINGTON ALAN, (COPENHAGEN BUSINESS SCHOOL - DENMARK) - JAWWAD RAJA JULIANA HSUAN THOMAS FRANDSEN</b>	PRODUCT VISIONING: MULTILEVEL SEQUENCE ANALYSIS OF ROADMAPPING PROCESS  <b>SIMONSE LIANNE, (DELFT UNIVERSITY OF TECHNOLOGY - NETHERLANDS) -</b>	ELEVATING THE ROLE OF DESIGN IN THE FIRM  <b>MICHELI PIETRO, (THE UNIVERSITY OF WARWICK - U.K.) - HELEN PERKS</b>	COMPLEMENTARITY BETWEEN PRODUCT AND PROCESS INNOVATION: THE CONTINGENCY APPROACH  <b>HULLOVA DUSANA, (UNIVERSITY OF PORTSMOUTH - U.K.) - PAUL TROTT CHRISTOPHER SIMMS</b>	EXCAVATING THE ROLE OF NPES IN THE INNOVATION PROCESS: TURNING INTO A MISSION POSSIBLE?  <b>DEKKERS ROB, (UNIVERSITY OF GLASGOW - U.K.)</b>	ARE THERE ANY DIFFERENCES BETWEEN FAMILY AND NON-FAMILY FIRMS IN THE OPEN INNOVATION ERA? LESSONS FROM THE PRACTICE OF EUROPEAN MANUFACTURING COMPANIES  <b>LAZZAROTTI VALENTINA, (CARLO CATTANEO UNIVERSITY - ITALY) - RAFFAELLA MANZINI - LUISA PELLEGRINI</b>	DESIGN FOR LOGISTICS TO GAIN COMPETITIVE ADVANTAGE: LESSONS LEARNT IN A START-UP FIRM  <b>CHAUDHURI ATANU, (AALBORG UNIVERSITY - DENMARK) - RÓGVÍ BISKOPSTØ BOGI BECH JENSEN</b>	TO BUY OR NOT TO BUY? INVESTIGATING DETERMINANTS AND DIFFERENCES OF TEMPORARY AND CONTINUOUS REJECTIONS OF INNOVATIONS  <b>MILLEMANN JAN ANDRE, (SAARLAND UNIVERSITY - GERMANY) - SVEN HEIDENREICH</b>



<p>KAIZEN MYOPIA IN NEW PRODUCT DEVELOPMENT</p> <p><b>MUNTHE CAROLINE, (KTH ROYAL INSTITUTE OF TECHNOLOGY - SWEDEN) - MATS ENGWALL LARS UPPVALL</b></p>	<p>CONSUMER ACCEPTANCE IN NEW SERVICE INNOVATION: ENHANCING CONSUMER DURABLES WITH NEW PRODUCT-RELATED SERVICES</p> <p><b>VAITTINEN EIJA, (TAMPERE UNIVERSITY OF TECHNOLOGY - FINLAND) - SANNA NENONEN</b></p>	<p>PRODUCT LANGUAGE DESIGN OPTIONS IN LAUNCHING A TECHNOLOGY BREAKTHROUGH</p> <p><b>CAUTELA CABIRIO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - MICHELE SIMONI</b></p>	<p>INNOVATIVE SELF-EFFICACY: A NEW THEORETICAL CONSTRUCT</p> <p><b>PUENTE ROGELIO, (UNIVERSIDAD ANAHUAC NORTE - MEXICO) -</b></p>	<p>UNDERSTANDING CROSS-FUNCTIONAL: WHAT COMPANY MANAGERS THINK AND DO?</p> <p><b>KAHN KENNETH, (VIRGINIA COMMONWEALTH UNIVERSITY - U.S.A.) -</b></p>	<p>EXPLORING THE ROLE OF INTERMEDIARY ORGANIZATIONS IN FIRM-COMMUNITY COLLABORATIONS: RESOLVING OR MULTIPLYING PARADOXES?</p> <p><b>DRAGSDAHL LAURITZEN GHITA, (TECHNICAL UNIVERSITY OF DENMARK - DENMARK) -</b></p>
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<b>10:30 – 11:00</b>	<b>Coffee break</b>
<b>11:00 – 12: 00</b>	<b>Keynote: Managing innovation with an eye for sustainability. VP, Steen Lindby, Rockwool International A/S</b>
<b>12:00 - 13:00</b>	<b>Lunch. SP. Kantinen 2nd floor.</b>

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
<b>Track A: Organizing PD (VII)</b>	<b>Track B: Service Innovation and NSD (II)</b>	<b>Track C: Innovation Strategies and Leadership (IV)</b>	<b>Track H: Innovation by Design (II)</b>			<b>Track M: Innovation in Family Firms (II)</b>	<b>Track L: Innovation Management in Start-ups and Small Firms (III)</b>	<b>Track P: Research by Young Scholars (III)</b>
<b>Regina MCNALLY</b>	<b>Helen PERKS</b>	<b>Anthony DI BENEDETTO</b>	<b>Keith GOFFIN</b>			<b>Albert DAVID</b>	<b>Ludwig BSTIELER</b>	<b>Armand HATCHUEL</b>
ANTECEDENTS TO RESPONSIVENESS IN INNOVATION PORTFOLIO MANAGEMENT – THE MEDIATING EFFECT OF DECISION-MAKING QUALITY  <b>KOCK ALEXANDER, (DARMSTADT UNIVERSITY OF TECHNOLOGY - GERMANY) - HANS GEORG GEMÜNDEN</b>	OPENING THE BOX OF KNOWLEDGE IN ABSORPTIVE CAPACITY DEVELOPMENT IN THE CONTEXT OF SERVICE INNOVATION  <b>ACUR NURAN, (UNIVERSITY OF STRATHCLYDE - U.K.) - MARISA SMITH, LESLEY WALLE</b>	INNOVATION UNITS WITHIN ESTABLISHED FIRMS. TOWARDS A CARTOGRAPHY  <b>BEN MAHMOUD-JOUINI SIHEM, (GROUPE HEC, GRADUATE BUSINESS SCHOOL - FRANCE) -</b>	MANAGING DESIGN THINKING PROJECTS: INVESTIGATING ACTIVITIES AND SKILLS IN HIGHER EDUCATION  <b>MERMINOD VALÉRY, (UNIVERSITÉ DE GRENOBLE ALPES - FRANCE) - VALÉRIE CHANAL JACQUES RAYNAULD</b>			INNOVATION IN FAMILY FIRMS: AN ANALYSIS OF THE IMPACT OF GOVERNANCE  <b>DELL'ERA CLAUDIO, (POLYTECHNIC UNIVERSITY OF MILAN - ITALY) - ALFREDO DE MASSIS FEDERICO FRATTINI</b>	COLLABORATION IN NEW PRODUCT DEVELOPMENT PROCESSES: AN EMPIRICAL STUDY OF GERMAN SMES  <b>LEITHOLD NICK, (ERNST-ABBE-HOCHSCHULE JENA - GERMANY) - ARNDT LAUTENSCHLÄGER, HEIKO HAASE</b>	WHAT DRIVES THE RAPID UPGRADING BEHAVIOUR OF CONSUMER ELECTRONIC PRODUCTS?  <b>THORNTON SIMON, (RMIT-ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY - AUSTRALIA) - MIKE REID FOULA KOPANIDIS</b>
CHAMPION'S BEHAVIOURS AND PREDEVELOPMENT: THE MODERATING ROLE OF NEWNESS  <b>MORENO-MOYA MARÍA, (MURCIA UNIVERSITY - SPAIN) - JOSE LUIS MUNUERA-ALEMÁN, PABLO MORENO ALBALADEJO</b>	THE DOWNSIDE OF AMBIGUITY  <b>SUKHOV ALEXANDRE, (KARLSTAD UNIVERSITY - SWEDEN) - LARS E. OLSSON PETER MAGNUSSON</b>	STALLING INNOVATION ADOPTION THROUGH THE EMERGENCE OF NEOCONSERVATIVE MARKET STRUCTURES – OBSERVATIONS FROM THE ENERGY SECTOR  <b>SKÖLD DAVID, (UPPSALA UNIVERSITY - SWEDEN) - HELENA FORNSTEDT, MARCUS LINDAHL</b>	RESOURCEFUL SENSEMAKING: OVERCOMING BARRIERS BETWEEN DESIGN AND MARKETING IN NPD  <b>BEVERLAND MICHAEL, (BATH UNIVERSITY - U.K.) - PIETRO MICHELI FRANCIS FARRELLY DAVED BARRY</b>			IN OR OUT? EXPLORATION PATTERNS AND INNOVATION PERFORMANCE IN FAMILY FIRMS FROM AN ITALIAN LIFE SCIENCE CLUSTER  <b>ZANNI LORENZO, (UNIVERSITY OF SIENA - ITALY) - PUCCI TOMMASO BRUMANA MARA MINOLA TOMMASO</b>	PRODUCT INNOVATION AND COMMERCIALIZATION IN LEAN GLOBAL START-UPS: THE CHALLENGES OF TURNING UNCERTAINTIES INTO RISKS  <b>TANEV STOYAN, (UNIVERSITY OF SOUTHERN DENMARK - DENMARK) - ERIK RASMUSSEN, ERIK ZIJDEMANS</b>	KNOWLEDGE TRANSFER BETWEEN FOOD RESEARCH INSTITUTES AND INDUSTRY IN THE UK: THE ROLE OF OPEN INNOVATION AND SOCIAL CAPITAL  <b>ZIMPEL-LEAL KARLA, (UNIVERSITY OF EAST ANGLIA - U.K.) - FIONA LETTICE</b>

		<p>TEAM MEETING! OUR INNOVATION WILL ROCK, BUT HOW SHALL WE PRICE IT?</p> <p><b>FEURER SVEN, (KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT) - GERMANY) - MONIKA C. SCHUHMACHER SABINE KUESTER</b></p>	<p>AGE EFFECTS ON CHILDREN'S PREFERENCES OF PACKAGE DESIGN: CURVILINEARITY, FIGURATIVENESS, AND COMPLEXITY</p> <p><b>ZHANG DAN, (CITY UNIVERSITY OF NEW YORK, COLLEGE OF STATEN ISLAND - U.S.A.)</b></p>				<p>EVALUATING THREE APPROACHES OF NPD ON EFFECTIVENESS OF CUSTOMER INVOLVEMENT: A LITERATURE REVIEW</p> <p><b>KOUKOU MARIA IOANNA, (UNIVERSITY OF GLASGOW - U.K.) - ROB DEKKERS KRISTINA RISOM JESPERSEN</b></p>
15:00 - 15:30	<b>Coffee break</b>						
15:30 – 16:30	<p><b>Meet the Editors, Sps01: Moderated by John Christiansen</b></p> <ul style="list-style-type: none"> <li>• Journal of Product Innovation Management: Gloria Barczak, Ed.</li> <li>• Research-Technology Management: Keith Goffin, Ed. Board</li> <li>• Creativity &amp; Innovation Management: Petra C. de Weerd-Nederhof, Ed.</li> </ul>						
16:30 – 17:00	<p><b>Closing session – SPs01</b></p> <ul style="list-style-type: none"> <li>• Best Paper Award</li> <li>• Outlook to 2016 Conference</li> <li>• Closing</li> </ul>						