20th International Product Development Management Conference
June 23-25, 2013

MINES ParisTech
Paris DAUPHINE University
Paris, France

Final Program
Sunday June 23, 2013 at Mines ParisTech (60 boulevard Saint-Michel, 75006 Paris)

17:00-19:00  Welcome Reception (MINES ParisTech, Maurice Allais Hall)
Introduction talks
- Romain Soubeyran, Director of MINES ParisTech,
- Professor Christer Karlsson, Chairman of the Organizing Committee of IPDMC
- Professors Albert David and Pascal Le Masson, Local Hosts and Conference Chairpersons

Be careful: the Welcome Reception takes place at Mines ParisTech in the 6th arrondissement of Paris, the main conference takes place at Dauphine University, in the 16th arrondissement of Paris.

Monday June 24, 2013

Conference Day 1 at Paris Dauphine University (Place de Lattre de Tassigny, 75116 Paris)

07:45-08:45  Registration (Hall 2, 2nd floor)

08:45-09:45  Opening & Welcome (Room Raymond Aron, 2nd floor)
Introduction to Innovation at the Paris Dauphine University: Professor Laurent Batsch, President of Paris Dauphine
Chairman of the Organizing Committee: Professor Christer Karlsson
University Local Host and Conference Chairpersons: Professors Albert David and Pascal Le Masson

09:45-10:30  Keynote address (Room Raymond Aron, 2nd floor)
Unleashing the potential of Design with 3D-EXPERIENCE technologies, Anne Asensio, VP Design Experience — Dassault Systèmes

10:30-11:00  Coffee break (Hall 2, 2nd floor)
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<th>Time</th>
<th>Session</th>
<th>Track Chairs</th>
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<td>11:00-11:30</td>
<td>Session I</td>
<td>L. Bistler, T. Buganza, R. Verganti, P. De Weerd-Nederhof, A. Griffin, J. Christiansen, M. Elmqvist, T. Kawakami, F. Smulders</td>
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### Parallel sessions, 2nd floor

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<td>14:00-14:30</td>
<td>Michela Adela, Claus Varnes</td>
<td>Tucker Marion, Marc H. Meyer</td>
<td>Thiesbrummel Christoph, Andreas Eggert Christian Deutscher</td>
<td>Individual Creativity In New Product Development: The Role Of Entrepreneurial Decision-Making</td>
<td>Estrada Isabel, Dries Faems, Natalia Martin Cruz, Pilar Perez-Santana</td>
<td>Grissmann Ursula, Nicola E. Stokburger-Sauer, Karin Teichmann</td>
<td>Is Co-Production Always Fair? An Empirical Analysis</td>
<td>Behrens Judith, Holger Paszelt, Dean A. Shepherd</td>
<td>Ollina Susanne, Anna Yström, Marine Agapit</td>
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<td>14:30-15:00</td>
<td>Netz Johan, Peter R. Magnussen</td>
<td>Freitas Salgueiro Camila</td>
<td>Ledwith Ann, Michele O’Dwyer</td>
<td>Sabedijnjed Karkavandi Zahra, Arash Najmoe</td>
<td>Margraf Sandra, Reinhard Priegl</td>
<td>Oononen Minna, Anne Jalksa</td>
<td>Varying Modes Of Customer Involvement In Supplier-Customer Co-Development Process</td>
<td>Messeni Petruzzielli Antonia, Tommaso Savino</td>
<td>Ulven Mitchell, Rebecca J. Stater, Sandeep R. Chaudhukala</td>
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<td>15:00-15:30</td>
<td>von Kossull Catharina, Martin Fougère, Johanna Guhmmer</td>
<td>Corradi Anna, Mareike Heinen</td>
<td>Prattini Federico, Josip Kotlar, Alfredo De Massis, Hanan Fang</td>
<td>Exploring The Role Of The CEO In Innovation In Life Science R&amp;D Firms: The Detection Of CEO Absorptive Capacity</td>
<td>Rosier Jan, Keith Gaffin</td>
<td>Hemmat-Agojat Aurélie, Manceau Delphine</td>
<td>How The Characteristics Of Brands And Design Agencies Interact To Generate Product Innovativeness</td>
<td>Gillier Thomas, Hoage Sophie, Piat Géraud</td>
<td>Antti Kortelainen, Matti Hämäläinen, Pasi Kari</td>
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<td>Collective Sensemaking In Development Processes: An Observation-Based Multiple Case Study</td>
<td>Co-Location In A New Workspace Environment For Collaboration And Idea Creation Within The Pharmaceutical Industry</td>
<td>R&amp;D Investment Variations In Family And Non-Family Firms: A Reference Point Theory Perspective</td>
<td>Exploring The Role Of The CEO In Innovation In Life Science R&amp;D Firms: The Detection Of CEO Absorptive Capacity</td>
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<td>How The Characteristics Of Brands And Design Agencies Interact To Generate Product Innovativeness</td>
<td>Framing The Scope Of Value In Exploratory Projects: An Expansive Value Management Model</td>
<td>Surviving The Crisis: Engaging Professional Clients In Order To Disseminate Innovative Housing Concepts</td>
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<td>15:30-16:00</td>
<td>Coffee break (Hall 2, 2nd floor)</td>
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<td>17:00-17:30</td>
<td>Linda Kester, Erik Jan Hubrink, Griffin Abbie</td>
<td>Bellini Emilio</td>
<td>Strategizing New Product Development: A Contingency Framework</td>
<td>Freij Ake, Martin Skold The Role Of Asset Bundles In Industrial Architecture Changes</td>
<td>Niknam Massoud, Jivko Ovtcharova Applicability Of Chief Engineering System In European Automotive Industry</td>
<td>Julia Christine Ringwelski, Jan Kratzer Situational championship stimulates qualitative and quantitative innovativeness of SME Networkmanagements’ functions throughout the innovation process</td>
<td>Jeannot Florence, Laurie Balbo Using Message Framing And Temporal Distance To Promote Technological Innovation</td>
<td>Estrada Isabel, Pedro De Faria, Petra Andries, Dries Faems When Does Outbound Innovation Generates Value? Knowledge Outflow Breath, Knowledge Protection And Innovation Performance</td>
<td>Wikstrom Anders, Roberto Verganti Storyboarding - Framing And Reframing The Design Brief</td>
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### Social Event: Eiffel Tower Visit (Free Access to 2nd Floor; Lift slots from 19:30 to 20:00)
# Conference Day 2 at Paris Dauphine University (Place de Lattre de Tassigny, 75116 Paris)

## Welcome Coffee (Hall 2, 2nd floor)

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<td><strong>Session I</strong> Organizing Product/Service Dev.</td>
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### Session Chairs:
- **P. Coughlan**
- **A. Fernandes**
- **H. Koller**
- **T. Gillier**
- **S. Lenfle**
- **A. Hatchuel**
- **A. Griffin**
- **C. Varnes**
- **S. Benmahmoud-Jouini**

## 9:00-9:30

**Arrighi Pierre-Antoine, Pascal Le Masson, Benoit Weil**
- From New Product Development (NPD) To New Design Process (NDP)? How New Computer Aided Design (CAD) Tools Lead To Embedded Learning And Exploration In Effective Processes

**Taberou Kasia, Gerda Gemser, Nachoem Wijnberg, Erik Jan Huink**
- What Is Your Experience? A Study On Collaborating NPD Professionals And The Effects Of Their Dissimilar Experiences On NPD Outcomes

## 9:30-10:00

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**Van Bruinessen Ties Marijn, F. E.H.M. Smulders, J.J. Hopman**
- Towards A Different View On Ship Design

**Kack Alexander, Minea Schwenn, Hans Georg Gemunden**
- The Interplay Of Formal And Informal Factors In The Fuzzy Front End Of Innovation

**Karkkainen Marianne Harbo, Mette Prast Knudsen**
- An Empirical Assessment Of The Links Between Creative Actions And Performance In Innovation Projects

## 10:00-10:30

**Harland Peter E., Ahm Zakir Uddin**
- Risk Management In Product Platform Development Projects

**Kallenborn Oliver, Christoph Veltjes**
- Knowledge Reservoir Identification – Using Knowledge Reservoirs To Shed New Light On Knowledge Management In NPD

**Klosing Chen Milena**
- The Two Models Behind Low Cost Products

**Frederiksen Marianne Harbo, Mette Prast Knudsen**
- Performance Effects Of University Industry Collaboration

## 10:30-11:00 Coffee break (Hall 2, 2nd floor)

## 10:30-11:00

**Coffee break (Hall 2, 2nd floor)**

## 10:30-11:00

**Coffee break (Hall 2, 2nd floor)**
**11:00-12:30**  
**Keynote addresses (Amphi B, 2nd floor)**  
*Re-enchanting grey waters - Science-based business creation for breakthrough in energy systems*, Denis Cloidic, Académie des technologies - EREIE  
*Agrifood innovation for nutritional autonomy: R&D with NGOs and populations*, Isabelle Lescanne, General Manager — Nutriset & Onyx Development

**12:30-13:30**  
**Lunch (CROUS, ground floor)**

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**Parallel sessions, 2nd floor**

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<td>14:00-14:30</td>
<td>H. Koller</td>
<td>Barczak Gloria, Mike Reid, Erik Jan Hulstink, Tucker J. Marion</td>
<td>Aalbers Rick, Wilfred Dolfsm</td>
<td>Innovation Resilience Despite Corporate Downizing: Benefits From Positioning In The Formal And Informal Network</td>
<td>Hutter Katja, Jennie Bjork, Johann Füller, Julia Hautz, Mats Magnusson, Magnus Karlsson</td>
<td>Ideation In Firm-Internal Communities – The Effects Of Roles And Innovation Structures</td>
<td>Darier William, Ahmad Beltsagi, Marina Candi</td>
<td>Development Of A Holistic Customer Experience Measurement Scale</td>
<td>Rittiner Florian</td>
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<td>14:30-15:00</td>
<td>C. Varnes</td>
<td>Kallenborn Oliver, Florian A. Taube</td>
<td>Kok Robert, Ward Ooms, John Bell</td>
<td>Use Of Social Media In Inbound Open Innovation: Building Capabilities For Absorptive Capacity</td>
<td>Rismoe Jespersen Kristina</td>
<td>Forecasting Economic Performance Of Implemented Innovation Oopeness</td>
<td>Pellizzoni Elena, Tommaso Buganza, Marco Guerci</td>
<td>Studying The Extra-Role Innovation Activities:New Framework For The Idea Management System</td>
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**15:00-15:30**  
**Closing (Amphi B, 2nd floor)**
- Christer Karlsson Best paper award and Thomas Hustad Best PhD student paper award
- Outlook to 2014 IPDM Conference
- Closing
Conference Chairs:
Albert DAVID, Dauphine University, Paris, France
Pascal LE MASSON, MINES ParisTech, Paris, France

Conference Board:
Christer KARLSSON, Copenhagen Business School, Denmark, and EIASM - Chairman
John CHRISTIANSEN, Copenhagen Business School, Denmark
Paul COUGHLAN, University of Dublin, Trinity College, Ireland
Petra DE WEERD-NEDERHOF, University of Twente, the Netherlands
Koenraad DEBACKERE, Catholic University of Leuven, Belgium
Keith GOFFIN, Cranfield School of Management, U.K.
Abbie GRIFFIN, University of Illinois, Urbana-Champaign, U.S.A.
Armand HATCHUEL, MINES ParisTech, France
Erik-Jan HULTINK, Delft University of Technology, the Netherlands
Thomas HUSTAD, Indiana University, U.S.A.
Helen PERKS, Manchester Business School, UK
Roberto VERGANTI, Politecnico di Milano, Italy

Conference Scientific Committee: (Conference board plus)
Ludwig BSTIELER - University of New Hampshire, U.S.A.
Tommaso BUGANZA - Politecnico di Milano, Italy
Antonio FERNANDES – University of Porto, Portugal
Tomoko KAWAKAMI - Kansai University, Japan
Hans KOLLER - Helmut-Schmidt-Universität, Germany
Jose Luis MUNUERA - University of Murcia, Spain
Søren SALOMO, Technical University of Denmark, Copenhagen, Denmark

Local team:
Emmanuel COBLENCE, ISG Paris, France
Sophie HOOGE, MINES ParisTech, France
Kevin LEVILLAIN, MINES ParisTech, France

Coordination:
Stéphanie BRUNET, MINES ParisTech, France
Stéphanie PITOUN, Dauphine University, France

EIASM Coordination:
Graziella MICHELANTE, EIASM, Belgium