

IPDMC 2007

Summary, trends & challenges

OR

An area in transition?

Seems to be about

2005

- Organizing
- The process
- Supply chain – sourcing
- Managing the portfolio
- Competence – learning
- Platforms
- Speed
- Success
- Business schools
- Models

2006

- Strategy, and also:
- Business strategy
- Networks, partners
- Alliances, brands
- Organization
- Processes
- Customer involvement
- Modularization & Platforms
- Design
- Performance

2007

- Organizing for PD
- Networks and alliances
- Strategy
- Product planning
- Marketing and users

Not so much about

2005

- Resources
- Control
- Project and program management
- R&D versus other functions (conflicting objectives)
- Strategy ?
- Tools

2006

- Speed
- Supply chain
- Success on the market
- Project portfolios
- New ventures
- Process innovation
- Internationalization

2007

- Processes
- Speed
- Supply chain (but external involvement)
- Cross-disciplinary

Has been about

2005

- Engineering management
- Project management
- Cross-functional teams
- LRP
- Technology transfer

2006

- Engineering management
- Product launch
- Project management

2007

- Teams
- Cross-disciplinary
- Launch success

Emerging

2005

- Software
- Technology fusion
- Networks – JV - relations – trust – location – division of work
- IPR
- IT – information
- Design

2006

- CoPS
- Customer value
- Services
- Open networks
- Software
- Organization; cognitive issues

2007

- Open innovation
- Service innovation
- Values – mind sets – brands
- SMEs

Drivers

- **Market / user–driven versus production / Researcher driven**
- **Demand for results and effects**
- **Time horizon**
- **Globalization factor**
- **Sustainability**
- **Company and product identity**

Considerations

- Rigor – ideal structure
- Cases – theoretical generalization
- Publish or perish
- Result outlets – too relevance driven
- What really matters?
- Network conceptualization and theory
- Knowledge creation