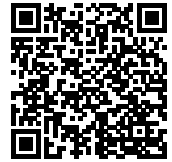


New Product and Service Development (BUSI3044) (N13401)

View Online



Reading list

Barczak, Gloria, Abbie Griffin, and Kenneth B. Kahn. 'PERSPECTIVE: Trends and Drivers of Success in NPD Practices: Results of the 2003 PDMA Best Practices Study'. *Journal of Product Innovation Management* 26.1 (2009): 3–23. Web.

Biemans, Wim G., Abbie Griffin, and Rudy K. Moenaert. 'Perspective: New Service Development: How the Field Developed, Its Current Status and Recommendations for Moving the Field Forward'. *Journal of Product Innovation Management* 33.4 (2016): 382–397. Web.

'Big Data, Analytics and the Path From Insights to Value'. *MIT Sloan Management Review* 52.2 (2011): 21–32. Print.

Bitner, Mary Jo¹ maryjo.bitner@asu.edu Ostrom, Amy L.² amy.ostrom@asu.edu Morgan, Felicia N.³ fmorgan@uwf.edu. 'Service Blueprinting: A PRACTICAL TECHNIQUE FOR SERVICE INNOVATION.' *California Management Review* 50.Issue 3, p66-94. 29p. 1 Diagram (2008): 66–94. Web.
<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=32129010&site=ehost-live>>.

Büschgens, Thorsten, Andreas Bausch, and David B. Balkin. 'Organizational Culture and Innovation: A Meta-Analytic Review'. *Journal of Product Innovation Management* 30.4 (2013): 763–781. Web.

Calantone, Roger J Di Benedetto, C Anthony. 'The Role of Lean Launch Execution and Launch Timing on New Product Performance'. *Academy of Marketing Science. Journal* 40.4 (2012): 526–538. Web.
<<http://search.proquest.com/docview/1013825511?OpenUrlRefId=info:xri/sid:primo&accountid=8018>>.

'Can We Learn Together? Co-Creating with Consumers'. *International Journal of Market Research* 47.4 (2005): 405–426. Web.
<<http://journals.sagepub.com/doi/pdf/10.1177/147078530504700401>>.

Candi, Marina, and Kenneth B. Kahn. 'Functional, Emotional, and Social Benefits of New B2B Services'. *Industrial Marketing Management* 57 (2016): 177–184. Web.

Chesbrough, Henry W., and Melissa M. Appleyard. 'Open Innovation and Strategy'. *California Management Review* 50.1 (2007): 57–76. Web.

Cooper, Robert G. 'Perspective: The Stage-Gate

Idea-to-Launch

Process—Update, What's New, and NexGen Systems'. *Journal of Product Innovation Management* 25.3 (2008): 213–232. Web.

Cooper, Robert G., and Anita F. Sommer. 'The Agile-Stage-Gate Hybrid Model: A Promising New Approach and a New Research Opportunity'. *Journal of Product Innovation Management* 33.5 (2016): 513–526. Web.

Cooper, Robert G.^{1,2,3} robertcooper@cogeco.ca Kleinschmidt, Elko J.¹. 'WINNING BUSINESSES IN PRODUCT DEVELOPMENT: THE CRITICAL SUCCESS FACTORS.' *Research Technology Management* 50 (2007): 52–66. Web.
<<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=25056937&site=ehost-live>>.

Dahlander, Linus, and David M. Gann. 'How Open Is Innovation?' *Research Policy* 39.6 (2010): 699–709. Web.

D'Ippolito, Beatrice. 'The Importance of Design for Firms' Competitiveness: A Review of the Literature'. *Technovation* 34.11 (2014): 716–730. Web.

Drechsler, Wenzel, Martin Natter, and Peter S. H. Leeflang. 'Improving Marketing's Contribution to New Product Development'. *Journal of Product Innovation Management* 30.2 (2013): 298–315. Web.

Erevelles, Sunil, Nobuyuki Fukawa, and Linda Swayne. 'Big Data Consumer Analytics and the Transformation of Marketing'. *Journal of Business Research* 69.2 (2016): 897–904. Web.

---. 'Big Data Consumer Analytics and the Transformation of Marketing'. *Journal of Business Research* 69.2 (2016): 897–904. Web.

Eric Von Hippel. 'Lead Users: A Source of Novel Product Concepts'. *Management Science* 32.7 (1986): 791–805. Web.
<http://www.jstor.org/stable/2631761?seq=1#page_scan_tab_contents>.

Füller, Johann, Kurt Matzler, and Melanie Hoppe. 'Brand Community Members as a Source of Innovation'. *Journal of Product Innovation Management* 25.6 (2008): 608–619. Web.

Gemser, Gerda, and Helen Perks. 'Co-Creation with Customers: An Evolving Innovation Research Field'. *Journal of Product Innovation Management* 32.5 (2015): 660–665. Web.

Guo, Wei et al. 'User Roles and Contributions during the New Product Development Process in Collaborative Innovation Communities'. *Applied Ergonomics* 63 (2017): 106–114. Web.

Helkkula, Anu, Christian Kowalkowski, and Bård Tronvoll. 'Archetypes of Service Innovation'. *Journal of Service Research* (2018): n. pag. Web.

Hempelmann, Franziska, and Andreas Engelen. 'Integration of Finance with Marketing and R&D in New Product Development: The Role of Project Stage'. *Journal of Product Innovation Management* 32.4 (2015): 636–654. Web.

'How "big Data" Is Different'. MIT Sloan Management Review 54.1 (2012): 43–46. Print.

'How Many and What Kind? The Role of Strategic Orientation in New Product Ideation'. The Journal of product innovation management 28.2 (2011): n. pag. Web.

Hoyer, Wayne D. et al. 'Consumer Cocreation in New Product Development'. Journal of Service Research 13.3 (2010): 283–296. Web.

Jagpal, Sharan, Kamel Jedidi, and M. Jamil. 'A Multibrand Concept-Testing Methodology for New Product Strategy'. Journal of Product Innovation Management 24.1 (2007): 34–51. Web.

Kim, Namwoon, Subin Im, and Stanley F. Slater. 'Impact of Knowledge Type and Strategic Orientation on New Product Creativity and Advantage in High-Technology Firms'. Journal of Product Innovation Management 30.1 (2013): 136–153. Web.

Kuester, Sabine, Christian Homburg, and Silke C. Hess. 'Externally Directed and Internally Directed Market Launch Management: The Role of Organizational Factors in Influencing New Product Success'. Journal of Product Innovation Management 29 (2012): 38–52. Web.

Laursen, Keld, and Ammon Salter. 'Open for Innovation: The Role of Openness in Explaining Innovation Performance among U.K. Manufacturing Firms'. Strategic Management Journal 27.2 (2006): 131–150. Web.

López, Manuela, and María Sicilia. 'How WOM Marketing Contributes to New Product Adoption'. European Journal of Marketing 47.7 (2013): 1089–1114. Web.

Mahr, Dominik, Annouk Lievens, and Vera Blazevic. 'The Value of Customer Cocreated Knowledge during the Innovation Process'. Journal of Product Innovation Management 31.3 (2014): 599–615. Web.

'Marketing Analytics for Data-Rich Environments'. Journal of Marketing 80.6 (2016): n. pag. Web.

Martins, E.C., and F. Terblanche. 'Building Organisational Culture That Stimulates Creativity and Innovation'. European Journal of Innovation Management 6.1 (2003): 64–74. Web.

McLaughlin, Patrick, John Bessant, and Palie Smart. 'Developing an Organisation Culture to Facilitate Radical Innovation'. International Journal of Technology Management 44.3/4 (2008): n. pag. Web.
<<https://contentstore.cla.co.uk/secure/link?id=d67b2e1a-2958-e811-80cd-005056af4099>>

Micheli, Pietro, and Gerda Gemser. 'Signaling Strategies for Innovative Design: A Study on Design Tradition and Expert Attention'. Journal of Product Innovation Management 33.5 (2016): 613–627. Web.

'Opportunities for Analytics in the Automotive Industry | Deloitte UK'. N.p., n.d. Web.
<<https://www2.deloitte.com/uk/en/pages/manufacturing/solutions/opportunities-for-analytics-in-the-automotive-industry.html>>.

Poetz, Marion K., and Martin Schreier. 'The Value of Crowdsourcing: Can Users Really Compete with Professionals in Generating New Product Ideas?' *Journal of Product Innovation Management* 29.2 (2012): 245–256. Web.

Randhawa, Krithika, Ralf Wilden, and Jan Hohberger. 'A Bibliometric Review of Open Innovation: Setting a Research Agenda'. *Journal of Product Innovation Management* 33.6 (2016): 750–772. Web.

Roberts, Deborah L., and Marina Candi. 'Leveraging Social Network Sites in New Product Development: Opportunity or Hype?' *Journal of Product Innovation Management* 31 (2014): 105–117. Web.

Roberts, Deborah L., Frank T. Piller, and Dirk Lüttgens. 'Mapping the Impact of Social Media for Innovation: The Role of Social Media in Explaining Innovation Performance in the PDMA Comparative Performance Assessment Study'. *Journal of Product Innovation Management* 33 (2016): 117–135. Web.

Roberts, Deborah L., Piller, Frank T. 'Finding the Right Role for Social Media in Innovation'. *MIT Sloan Management Review* 57.3 41–47. Web.
<<http://search.proquest.com/docview/1778414430?accountid=8018>>.

Roberts, Deborah Lynn, Marina Candi, and Mathew Hughes. 'Leveraging Social Network Sites for New Product Launch'. *Industrial Management & Data Systems* 117.10 (2017): 2400–2416. Web.

Roberts, Deborah Lynn, and William Darler. 'Consumer Co-Creation: An Opportunity to Humanise the New Product Development Process'. *International Journal of Market Research* 59.1 (2017): n. pag. Web.

Schirr, Gary R. 'Flawed Tools: The Efficacy of Group Research Methods to Generate Customer Ideas'. *Journal of Product Innovation Management* 29.3 (2012): 473–488. Web.

Schreier, Martin, and Reinhard Prügl. 'Extending Lead-User Theory: Antecedents and Consequences of Consumers' Lead Userness'. *Journal of Product Innovation Management* 25.4 (2008): 331–346. Web.

Stam, Daan et al. 'Suspending Group Debate and Developing Concepts'. *Journal of Product Innovation Management* 30 (2013): 48–61. Web.

Storey, Chris et al. 'Success Factors for Service Innovation: A Meta-Analysis'. *Journal of Product Innovation Management* 33.5 (2016): 527–548. Web.

'The Age of Analytics: Competing in a Data-Driven World | McKinsey & Company'. N.p., n.d. Web.
<<https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/the-age-of-analytics-competing-in-a-data-driven-world>>.

'The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing'. *Journal of macromarketing* 28.4 (2008): 339–354. Web.
<<http://journals.sagepub.com/doi/pdf/10.1177/0276146708325382>>.

Toubia, Olivier. 'Idea Generation, Creativity, and Incentives'. *Marketing Science* 25.5 (2006): 411–425. Web.

'Using the Crowd as an Innovation Partner.' *Harvard Business Review* (2013): n. pag. Print.

van den Ende, Jan, Lars Frederiksen, and Andrea Prencipe. 'The Front End of Innovation: Organizing Search for Ideas'. *Journal of Product Innovation Management* 32.4 (2015): 482–487. Web.

Wooder, Stella, and Steven Baker. 'Extracting Key Lessons in Service Innovation'. *Journal of Product Innovation Management* 29.1 (2012): 13–20. Web.