## New Product and Service Development (BUSI3044) (N13401)

Reading list



1

Drechsler W, Natter M, Leeflang PSH. Improving Marketing's Contribution to New Product Development. Journal of Product Innovation Management. 2013 Mar;30(2):298–315.

2.

Hempelmann F, Engelen A. Integration of Finance with Marketing and R&D in New Product Development: The Role of Project Stage. Journal of Product Innovation Management. 2015 Jul;32(4):636–54.

3.

Cooper, Robert G.1,2,3 robertcooper@cogeco.caKleinschmidt, Elko J.1. WINNING BUSINESSES IN PRODUCT DEVELOPMENT: THE CRITICAL SUCCESS FACTORS. Research Technology Management [Internet]. 2007;50:52-66. Available from: http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=25056937&site=ehost-live

4.

Cooper RG, Sommer AF. The Agile-Stage-Gate Hybrid Model: A Promising New Approach and a New Research Opportunity. Journal of Product Innovation Management. 2016 Sep;33(5):513–26.

5.

Barczak G, Griffin A, Kahn KB. PERSPECTIVE: Trends and Drivers of Success in NPD Practices: Results of the 2003 PDMA Best Practices Study. Journal of Product Innovation Management. 2009 Jan;26(1):3–23.

Cooper RG. Perspective: The Stage-Gate Idea-to-Launch Process—Update, What's New, and NexGen Systems. Journal of Product Innovation Management. 2008 May;25(3):213–32.

7.

Schirr GR. Flawed Tools: The Efficacy of Group Research Methods to Generate Customer Ideas. Journal of Product Innovation Management. 2012 May;29(3):473–88.

8.

Toubia O. Idea Generation, Creativity, and Incentives. Marketing Science. 2006 Sep;25(5):411–25.

9.

van den Ende J, Frederiksen L, Prencipe A. The Front End of Innovation: Organizing Search for Ideas. Journal of Product Innovation Management. 2015 Jul;32(4):482–7.

10.

Füller J, Matzler K, Hoppe M. Brand Community Members as a Source of Innovation. Journal of Product Innovation Management. 2008 Nov;25(6):608–19.

11

Eric Von Hippel. Lead Users: A Source of Novel Product Concepts. Management Science [Internet]. 1986;32(7):791–805. Available from: http://www.jstor.org/stable/2631761?seq=1#page scan tab contents

12.

Schreier M, Prügl R. Extending Lead-User Theory: Antecedents and Consequences of Consumers' Lead Userness. Journal of Product Innovation Management. 2008 Jul;25(4):331–46.

Using the Crowd as an Innovation Partner. Harvard Business Review. 2013;

14.

Poetz MK, Schreier M. The Value of Crowdsourcing: Can Users Really Compete with Professionals in Generating New Product Ideas? Journal of Product Innovation Management. 2012 Mar;29(2):245–56.

15.

Guo W, Zheng Q, An W, Peng W. User roles and contributions during the new product development process in collaborative innovation communities. Applied Ergonomics. 2017 Sep;63:106–14.

16.

Stam D, de Vet A, Barkema HG, De Dreu CKW. Suspending Group Debate and Developing Concepts. Journal of Product Innovation Management. 2013 Dec;30:48-61.

17.

Jagpal S, Jedidi K, Jamil M. A Multibrand Concept-Testing Methodology for New Product Strategy. Journal of Product Innovation Management. 2007 Jan;24(1):34–51.

18.

Micheli P, Gemser G. Signaling Strategies for Innovative Design: A Study on Design Tradition and Expert Attention. Journal of Product Innovation Management. 2016 Sep;33(5):613–27.

19.

D[Ippolito B. The importance of design for firms[] competitiveness: A review of the literature. Technovation. 2014 Nov;34(11):716–30.

Roberts DL, Candi M. Leveraging Social Network Sites in New Product Development: Opportunity or Hype? Journal of Product Innovation Management. 2014 Dec;31:105–17.

21.

Roberts DL, Candi M, Hughes M. Leveraging social network sites for new product launch. Industrial Management & Data Systems. 2017 Dec 4;117(10):2400–16.

22.

Kuester S, Homburg C, Hess SC. Externally Directed and Internally Directed Market Launch Management: The Role of Organizational Factors in Influencing New Product Success. Journal of Product Innovation Management. 2012 Dec;29:38–52.

23.

López M, Sicilia M. How WOM marketing contributes to new product adoption. European Journal of Marketing. 2013 Jul 19;47(7):1089–114.

24.

Calantone, Roger JDi Benedetto, C Anthony. The role of lean launch execution and launch timing on new product performance. Academy of Marketing Science Journal [Internet]. 2012;40(4):526–38. Available from:

http://search.proquest.com/docview/1013825511?OpenUrlRefId=info:xri/sid:primo&accountid=8018

25.

Erevelles S, Fukawa N, Swayne L. Big Data consumer analytics and the transformation of marketing. Journal of Business Research. 2016 Feb;69(2):897–904.

26.

Big Data, Analytics and the Path From Insights to Value. MIT Sloan Management Review. 2011;52(2):21–32.

27.

How 'big data' is different. MIT Sloan Management Review. 2012;54(1):43-6.

28.

Erevelles S, Fukawa N, Swayne L. Big Data consumer analytics and the transformation of marketing. Journal of Business Research. 2016 Feb;69(2):897–904.

29

Marketing Analytics for Data-Rich Environments. Journal of Marketing. 2016;80(6).

30.

The age of analytics: Competing in a data-driven world | McKinsey & Company [Internet]. Available from:

https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/the-age-of-a nalytics-competing-in-a-data-driven-world

31.

Opportunities for analytics in the automotive industry | Deloitte UK [Internet]. Available from:

https://www2.deloitte.com/uk/en/pages/manufacturing/solutions/opportunities-for-analytics-in-the-automotive-industry.html

32.

Roberts DL, Piller FT, Lüttgens D. 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. 2016 Dec;33:117–35.

Randhawa K, Wilden R, Hohberger J. A Bibliometric Review of Open Innovation: Setting a Research Agenda. Journal of Product Innovation Management. 2016 Nov;33(6):750–72.

34.

Laursen K, Salter A. Open for innovation: the role of openness in explaining innovation performance among U.K. manufacturing firms. Strategic Management Journal. 2006 Feb;27(2):131–50.

35.

Chesbrough HW, Appleyard MM. Open Innovation and Strategy. California Management Review. 2007 Oct;50(1):57-76.

36.

The Wisdom of Consumer Crowds: Collective Innovation in the Age of Networked Marketing. Journal of macromarketing [Internet]. 2008;28(4):339–54. Available from: http://journals.sagepub.com/doi/pdf/10.1177/0276146708325382

37.

Dahlander L, Gann DM. How open is innovation? Research Policy. 2010 Jul;39(6):699-709.

38.

Roberts, Deborah LPiller, Frank T. Finding the Right Role for Social Media in Innovation. MIT Sloan Management Review [Internet]. 57(3):41–7. Available from: http://search.proquest.com/docview/1778414430?accountid=8018

39.

Roberts DL, Darler W. Consumer co-creation: an opportunity to humanise the new product development process. International Journal of Market Research. 2017;59(1).

Mahr D, Lievens A, Blazevic V. The Value of Customer Cocreated Knowledge during the Innovation Process. Journal of Product Innovation Management. 2014 May;31(3):599–615.

41.

Gemser G, Perks H. Co-Creation with Customers: An Evolving Innovation Research Field. Journal of Product Innovation Management. 2015 Sep;32(5):660-5.

42.

Can we learn together? Co-creating with consumers. International Journal of Market Research [Internet]. 2005;47(4):405–26. Available from: http://journals.sagepub.com/doi/pdf/10.1177/147078530504700401

43.

Hoyer WD, Chandy R, Dorotic M, Krafft M, Singh SS. Consumer Cocreation in New Product Development. Journal of Service Research. 2010 Aug;13(3):283–96.

44.

Candi M, Kahn KB. Functional, emotional, and social benefits of new B2B services. Industrial Marketing Management. 2016 Aug;57:177–84.

45.

Wooder S, Baker S. Extracting Key Lessons in Service Innovation. Journal of Product Innovation Management. 2012 Jan;29(1):13–20.

46.

Helkkula A, Kowalkowski C, Tronvoll B. Archetypes of Service Innovation. Journal of Service Research. 2018 Jan;

Biemans WG, Griffin A, Moenaert RK. Perspective: New Service Development: How the Field Developed, Its Current Status and Recommendations for Moving the Field Forward. Journal of Product Innovation Management. 2016 Jul;33(4):382–97.

48.

Storey C, Cankurtaran P, Papastathopoulou P, Hultink EJ. Success Factors for Service Innovation: A Meta-Analysis. Journal of Product Innovation Management. 2016 Sep;33(5):527–48.

49.

Bitner, Mary Jo1 maryjo.bitner@asu.eduOstrom, Amy L.2 amy.ostrom@asu.eduMorgan, Felicia N.3 fmorgan@uwf.edu. Service Blueprinting: A PRACTICAL TECHNIQUE FOR SERVICE INNOVATION. California Management Review [Internet]. 2008;50(Issue 3, p66-94. 29p. 1 Diagram):66-94. Available from:

http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=32129010&site=ehost-live

50.

McLaughlin P, Bessant J, Smart P. Developing an organisation culture to facilitate radical innovation. International Journal of Technology Management [Internet]. 2008;44(3/4). Available from:

https://contentstore.cla.co.uk/secure/link?id=d67b2e1a-2958-e811-80cd-005056af4099

51.

Büschgens T, Bausch A, Balkin DB. Organizational Culture and Innovation: A Meta-Analytic Review. Journal of Product Innovation Management. 2013 Jul;30(4):763-81.

52.

Martins EC, Terblanche F. Building organisational culture that stimulates creativity and innovation. European Journal of Innovation Management. 2003 Mar;6(1):64–74.

How Many and What Kind? The Role of Strategic Orientation in New Product Ideation. The Journal of product innovation management. 2011;28(2).

54.

Kim N, Im S, Slater SF. Impact of Knowledge Type and Strategic Orientation on New Product Creativity and Advantage in High-Technology Firms. Journal of Product Innovation Management. 2013 Jan;30(1):136–53.