

[View the 2025 Conference Website](#)



Dates & Venue

- **Submission Deadline:** April 15, 2025
- **Notification to Authors (Acceptance/Rejection decisions):** July 15, 2025
- **2025 Submission website:** <https://easychair.org/conferences/?conf=2025-jpim-rf>
- **Conference:** 2025 JPIM Research Forum *powered by PDMA*
- **Conference Dates:** 13-14 September, 2025
- **Conference Location:** Marriott Marquis Chicago, Chicago, USA
- **Conference Website:** <https://www.pdma.org/page/annual-jpim-research-forum>



Conference Co-Chairs

Yazhen (Sophie) Xiao

Portland State University,
USA



Destan Kandemir

Georgia State University,
USA



Cheryl Nakata

University of North Carolina
at Greensboro, USA



Conference Tracks and Track Chairs

The 2025 JPIM Research Forum Co-chairs welcome submissions regarding all aspects of new product and service development and innovation management from innovators, scholars, and industry professionals in the following tracks:

1. Innovation Strategy and New Paradigms

This track invites papers exploring various facets of innovation strategy. Special focus is on strategic drivers, organizational transformation, and outcomes. Potential topics include the impacts on innovation by: agility and ambidexterity, board diversity, non-market strategies (such as corporate political activities), gender, language and linguistic differences, national cultural distance, and organizational culture differences. We seek research studies that offer actionable insights for navigating uncertainty and creating value by for- and non-profit organizations in developed and emerging markets.

Track Chairs

Shlomo Tarba
University of Birmingham,
UK



Alok Saboo
Georgia State University,
USA



Ofra Bazel Shoham
Temple University,
USA



2. New Product and Service Development

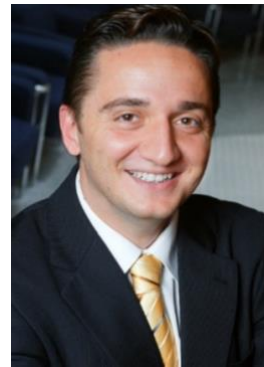
This track explores the complex and multidisciplinary processes involved in the ideation, conceptualization, development, and launch of new products and services. Encompassing a broad range of fields—including marketing, management, entrepreneurship, engineering, computer science, and business/customer analytics—key themes highlight cutting-edge strategies, tools, methodologies and emerging transformative initiatives driving successful development.

Track Chairs

Janell Townsend
Oakland University,
USA



M. Berk Talay
University of Massachusetts-Lowell,
USA



3. Consumer and User Innovation and Adoption

This track invites papers on the dynamic interplay between consumers, users, and the innovation and adoption process. Potential topics include crowdsourcing / crowdfunding for innovation, co-creation and collaboration, consumer creativity,

mechanisms for engaging users as innovators in innovation activities, behavioral and social factors in adoption, and the influence of social media and networks on innovation diffusion in the Age of AI. Empirical works using various methodologies are welcome.

Track Chairs

Subin Im
University of Tennessee
Chattanooga, USA



Oguz Acar
King's College London,
UK



4. Open Innovation and Innovation Ecosystems

This track calls for papers on open innovation and innovation ecosystems as a distributed or system-based innovation process or networks, based on managed resource and knowledge sharing across organizational boundaries, including partners from the larger business and social communities. Example topics include alliances, networks, user-generated content, online communities, and outsourcing product development.

Track Chairs

Michael Stanko
North Carolina State University,
USA



Anna S. Cui
University of Illinois Chicago,
USA



5. Responsible Innovation

This track explores responsible innovation as a unique phenomenon and a framework for shaping new product development (NPD). It invites contributions on integrating principles like ethics, sustainability, and societal impact into NPD while advancing the broader understanding of responsible innovation as a distinct and multidimensional field of study.

Track Chairs

Sebastian Gurtner
Bern University of Applied
Sciences, Switzerland



Tania Bucic
University of New South
Wales, Australia



Jiyao Chen
Oregon State University,
USA



6. Innovation in the Era of Artificial Intelligence

This track focuses on pioneering product innovation driven by artificial intelligence (AI). Key topics include AI orientation, generative AI, AI-enhanced firm performance, and AI-driven product development, among others. Submit your research to advance the understanding and application of AI in achieving competitive innovation.

Track Chairs

Prabirendra Chatterjee
Cardiff Business School,
UK



Frank T. Piller
RWTH Aachen University,
Germany



7. Digital Innovation

Digital innovation utilizes digital technologies and strategies to create new products, services, processes, and business models. As we transition from Industry 4.0 to Industry 5.0, digital transformation and its enabling technologies may affect innovation management in many ways. This track invites submissions on digital transformation, such as e-commerce disruption, digital payment systems, fintech solutions, smart home technology, and collaborative platforms.

Track Chairs

BJ Allen
Birmingham & Young
University, USA



Nobuyuki Fukawa
Missouri University of Science and
Technology, USA



8. Design Thinking and Design Innovation

This track explores design principles, design theories, and impact of design thinking and design innovation across diverse domains. It invites research on creative problem-solving, human-centered design, co-creation, and interdisciplinary approaches with managerial implications to drive transformative solutions in organization and society. Contributions addressing theoretical advancements, practical applications, and case studies in innovation driven by design are welcome.

Track Chairs

Ravi Chitturi
Lehigh University, USA



Wei Liu
King's College London, UK



9. International Strategies for Innovation Across Markets and Industries

This track examines how firms innovate across diverse markets and industries worldwide, addressing adaptation versus standardization strategies, institutional dynamics, and megatrends. We welcome qualitative and quantitative studies on opportunities, challenges, and advancements shaping new product and service development, business models, and innovation in varying global contexts.

Track Chairs

Billur Akdeniz
University of New Hampshire,
USA



Francisco-José Molina Castillo
University of Murcia,
Spain



10. Innovation in the Circular Economy

Circular economy involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. This track invites papers on innovations in the circular economy that address the challenges and strategies to promote the successful development and adoption of circular innovations for a more sustainable and inclusive future. Example topics are business models, strategic alliances, capabilities, factors, and technology in circular innovation.

Track Chairs

Nadine Gurtner
Bern University of Applied
Sciences, Switzerland



Marcelo de la Cruz
LMU Munich,
Germany



11. Design Orientation as an Organizational Commitment to Innovation

Design has evolved into a comprehensive set of practices, mindsets, and capabilities that inform a broader organizational culture and orientation (Verganti et al., 2021). Adopting an organization-wide focus on design requires a fundamental metamorphosis. Many big questions exist. What are the perspectives and theories that offer insight – is it problem-solving or sense-making or ...? We focus on “design orientation” where it drives organizational innovation and transformation “...changing existing situations into preferred ones” (Simon, 1969).

Track Chairs

Scott Swan
William & Mary,
USA



Charles Noble
University of Tennessee Knoxville,
USA

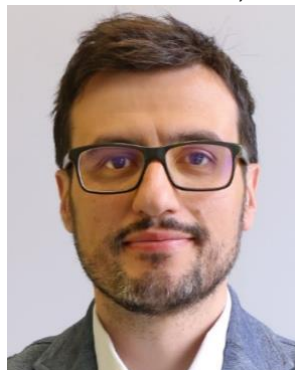


12. Future Making

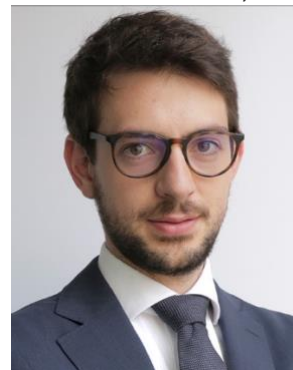
In times of heightened uncertainty and complexity, organizations face mounting challenges in anticipating plausible futures and proactively designing more desirable ones for society. This track calls for research exploring formal or informal practices, tools, options, and possibilities to envision alternative scenarios and drive innovations that prioritize the well-being of people and communities.

Track Chairs

Claudio Dell' Era
Politecnico Milano, Italy



Stefano Magistretti
Politecnico Milano, Italy



13. Technology-Enabled Global Innovation/Collaboration

We are seeking submissions from innovators, scholars, and industry professionals who are at the forefront of leveraging cutting-edge technologies to transform global collaboration and innovation practices. We welcome submissions exploring how emerging technologies are breaking down geographical barriers, fostering cross-cultural creativity, and accelerating product development across borders. Ideal submissions will offer practical insights, real-world case studies, and forward-thinking strategies that demonstrate the impact of these technologies on distributed team management, virtual collaboration, and international product development.

Track Chairs

Goksel Yalcinkaya
University of New Hampshire,
USA



Sengun Yeniurt
Rutgers University,
USA



14. Innovation and Entrepreneurship in Higher Education

This track focuses on how innovation and entrepreneurship are conceptualized and delivered in higher education. We encourage submissions on curriculum development and novel pedagogical approaches that further the innovation and entrepreneurship teaching research agenda. Papers should include research to advance the education of innovation and entrepreneurship. Qualitative and quantitative research methods are equally welcome.

Track Chairs

Angela Paladeno
University of Melbourne,
Australia



Kanika Meshram
University of Melbourne,
Australia



Submission Guidelines

Manuscripts should be submitted online via [EASYCHAIR](#).

1. **Full Papers:** Submissions of fully developed papers should be 15 - 20 pages, double-spaced, 12-point font, excluding tables, figures, appendices, and references. These papers will be presented in formal sessions and be considered for the best overall conference and best doctoral paper awards. They will also be considered for a special section in the *Journal of Product Innovation Management* devoted to the research forum.
2. **Extended Abstracts:** Submissions of extended abstracts should be 5 – 6 pages, double-spaced, 12-point font, excluding tables, figures, appendices, and references. These papers will be presented in formal sessions.
3. **Developmental Papers:** Submissions are works-in-progress that should be 8-10 pages, double-spaced, 12-point font, excluding tables, figures, appendices and references. These papers will be discussed in roundtables for feedback from the JPIM editorial team, leading NPD and innovation scholars, and other conference participants.
4. **Special Session Proposals:** We welcome proposals for special topic/panel sessions. Emerging topics on innovation in times of dynamic change and global challenges are particularly welcomed. A proposal, no more than 3 pages, double-spaced, 12-point font, should include:
 - Session title
 - Presenter names and affiliations
 - Brief description of the session focus, its relevance and importance to product innovation and management

Selection of special topics/ panel sessions will be limited and based on relevance and quality of the topic proposed. We encourage the submission of new topics that are important for advancing the field of new product development and innovation management.

Please adhere to the following submission guidelines:

- Upload a single **anonymized** PDF file with **NO author information** to the conference site on Easy Chair
- Include an abstract of no more than 150 words
- Format in one-inch (2.5 cm) margins, double-spaced, 12-point font
- Structure the contents as follows:
 - Title
 - Abstract
 - Main text
 - Figures, tables, and references

All submissions will be peer-reviewed. Authors are welcome to submit multiple papers. However, paper presentations may be simultaneously scheduled, so each accepted submission must have a designated in-person presenter.

At least one author of accepted papers must register for the conference by the date indication in the acceptance notification or risk removal of the paper from the conference program.



Publication Opportunity

The *Journal of Product Innovation Management* (Wiley) will devote a special section to full papers presented at the JPIM Research Forum. Authors of selected papers presented at the JPIM Research Forum will be invited to submit to this special section. Such submissions will follow the standard double-blind review process of regular submissions to the journal.



Conference Awards

The 2025 JPIM Research Forum offers the following awards to **full paper submissions only** presented at the conference:

- Best Conference Paper
- Best Doctoral Student Paper (doctoral student is the first or sole author and must be the presenter)