

[View the 2024 Conference Agenda](#)



## Dates & Venue

- **Submission Deadline:** April 15, 2024
- **Notification to Authors (Acceptance/Rejection decisions):** July 15, 2024
- **2024 Submission website:** <https://easychair.org/conferences/?conf=jpim-rf-2024>
- **Conference:** 2024 JPIM Research Forum *powered by PDMA*
- **Conference Dates:** 14-15 September, 2024
- **Conference Location:** St. Louis Union Station Hotel, St. Louis, USA
- **Conference Website:** <https://www.pdma.org/page/annual-jpim-research-forum>



## Conference Co-Chairs

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**Cheryl Nakata**

University of North Carolina at Greensboro, USA

**Yazhen (Sophie) Xiao**

Portland State University, USA

**Destan Kandemir**

INSEEC, France



## Conference Tracks and Track Chairs

The 2024 JPIM Research Forum Co-chairs welcome submissions regarding all aspects of new product and service development (NP&SD) and innovation management, in the following tracks:

1. **Consumer and User Innovation and Adoption**  
Track Chairs: Deepa Chandrasekaran (University of Texas at San Antonio, USA), Subin Im (University of Tennessee Chattanooga, USA)
2. **Design Thinking and Design Innovation**  
Track Chairs: Claudio Dell' Era (Politecnico Milano, Italy); Ravi Chitturi (Lehigh University, USA); Stefano Magistretti (Politecnico Milano, Italy)
3. **Digital Innovation and Artificial Intelligence**  
Track Chairs: Aric Rindfleisch (Gies College of Business, University of Illinois, USA); Prabirendra Chatterjee (Cardiff Business School, UK)
4. **Innovation Strategy & New Paradigms**  
Track Chairs: Shlomo Tarba (University of Birmingham, UK)

5. **New Product and Service Development**

Track Chairs: Janell Townsend (Oakland University, USA); Anja Schulze (ETH Zurich, Switzerland)

6. **Open Science, Open Innovation, and Innovation Ecosystems**

Track Chairs: Michael Stanko (NC State University, USA); Luigi M. De Luca (Cardiff Business School, UK)

7. **Responsible and Social Innovation**

Track Chairs: Gina O'Connor (Babson College, USA); Sebastian Gurtner (Bern University of Applied Sciences, Switzerland)

*If you think your submission does not fit under any of these tracks, the Co-chairs of the conference would still invite you to submit your paper. Please submit your paper under "Other" when you get to the submission page.*

 Submission Guidelines

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

1. **Competitive Papers:** Submissions of fully developed papers are appropriate for consideration for competitive sessions. Competitive papers must be 10 - 20 pages, double-spaced, 12-point font, including appendices and references. These papers will be presented in formal competitive session formats. Please note that reviewers may recommend less-developed papers be accepted as developmental papers for discussion in a more interactive format.
2. **Developmental Papers:** Shorter manuscripts or work-in-progress that could benefit from informal feedback from other participants and the JPIM editorial team are appropriate for submission as a developmental paper. These papers will be presented in an interactive workshop session held in a roundtable discussion format that allows for interaction with other researchers with similar interests. Papers should be 5 to 10 pages long, double-spaced, 12-point font.
3. **Poster submissions:** A short summary of a research study that is an early or preliminary work. The poster length is up to 5 pages, double-spaced, 12-point font. Posters will be presented on large boards for viewing and discussion. A poster competition will be held with voting by attendees for the Best Poster Award
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:
  - the title of the proposed special session
  - names and affiliations of presenters
  - a brief description of the session theme, 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 in advancing the field of new product development and innovation management.

For your online submission, adhere to the following guidelines:

- Each manuscript should be accompanied with an abstract not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 216x279 mm), with one-inch (2.5 cm) margins, double-spaced, 12-point font.
- Upload a single anonymized PDF file with NO author information.
- Structure of the paper:
  - Cover Page: Competitive Paper, Developmental Paper or Poster, Title, Abstract, Keywords
  - Main text (including figures, tables, and references)
- For manuscript preparation, please refer to JPIM's [guidelines](#).

Competitive paper and developmental paper submissions will be double-blind reviewed. Poster submissions and special session proposals will be reviewed by the conference co-chairs.

**Authors may make multiple submissions; however, they are responsible for having a presenter for each accepted submission, knowing that presentations may be simultaneously scheduled.**

**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) may devote a special section to papers presented at the JPIM Research Forum. Authors of selected papers presented at the JPIM Research Forum may 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 2024 JPIM Research Forum offers the following awards to be presented at the conference:

- Best Conference Paper (Competitive Papers Only)
- Best Doctoral Student Paper (Papers where the first or sole author and presenter is a doctoral student)
- Best Poster Award
- Best Reviewer