



TIME Research Seminar Series

Professor Gloria Barczak (Northeastern University) Antecedents to IT Tool Usage in New Product Development Phases



When and where:

Wed., **28 May 2014**

9am to 10.30pm

Room 301

Kackertstraße 7

52072 Aachen



Find Prof.
Barczak
online

Talk Summary Part 1 (Research): More and more, companies are using information technology (IT) tools/applications to enable the NPD process. Professor Barczak will present the preliminary results of two studies that investigate various antecedents to the frequency of IT usage in each of three phases of the NPD process and the relationship between usage and new product performance. The first study, based on a survey of Japanese companies, examines organization level factors that impact the frequency of IT tool usage. These factors include: an executive champion, NPD process formalization, collocation, and IT embeddedness. The second study draws from a US based survey and investigates the effect of organization factors on phase performance as well as overall NPD performance. The latter study also focuses more on the use of social networking tools in the NPD process.

Talk Summary Part 2 (JPIM): Following her research talk Professor Barczak will provide an overview of the Journal of Product Innovation Management (JPIM) including changes that have been made to the editorial structure and the submission and review process. Some key statistics from 2013 will also be presented. In addition, she will share thoughts on crafting articles for publication highlighting issues she has seen since becoming editor and offer some insights for avoiding desk rejections.

Speaker Bio: Professor Gloria Barczak (Ph.D., Syracuse University) is Professor of Marketing in the D'Amore-McKim School of Business at Northeastern University in Boston, MA. She is the current Editor of the Journal of Product Innovation Management. She is the 2010 Robert D. Klein University Lecturer, a Senior Advisor to Creativity and Innovation Management, and a member of the Editorial Board of IEEE Transactions on Engineering Management. She is a current member of the Product Development & Management Association (PDMA) Academic Committee and Operations Committee and of the IPDMC Scientific Committee. Her research areas include NPD teams, global teams, NPD best practices, and the NPD process.

Seminar **registration** via seminar@time.rwth-aachen.de. Places (max. 30) will be filled on a first come first serve basis.

For more information visit www.time.rwth-aachen.de