

Call for Papers
Special Issue of the *Journal of Product Innovation Management*
“Innovations for and from Emerging Markets”

Guest Editors:

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In recent years emerging markets have transformed the global competitive landscape. With an explosion in market growth rates, a burgeoning pool of fervent skilled labor, and low factor costs, countries such as China and India have beckoned almost every single developed country multinational (DMNC) to pay serious attention to the new opportunities they have unleashed. In addition, their home conditions are now a catalyst for spawning a new set of emerging country multinationals (EMNCs), fast becoming formidable competitors to DMNCs. With these trends, the need to develop new and exciting products has never been greater. These changes also portend profound implications to the management of innovation in global firms. Older mind sets in the DMNCs that relied on extending product life-cycles or making superficial adaptations to meet emerging country demands beg to be replaced by newer approaches. Firms in emerging markets may no longer survive without learning how to serve global customers. And indeed we are now witnessing some pioneers in the developed world using emerging markets as a crucible for ideas to generate high value/low cost innovations or reverse innovations that have a global impact. Similarly, some pioneering EMNCs are fast learning what it takes to innovate for customers in the developed world.

To understand these new trends in innovation, this special issue aims to present research on the state of the art practices of innovating for and from emerging markets. Contributions may address but are not limited to the following topics:

- Success factors for developing innovations for emerging markets
- Innovations along the value chain to cater to the needs of emerging markets
- New business models for emerging markets
- Managing R&D in emerging markets
- Implementation of global innovation processes
- Disruptive innovations from emerging markets
- Initiating and managing reverse innovation
- Innovation strategies of EMNCs
- Overcoming intra-company obstacles to low cost innovations
- Differences in the internationalization of innovation between DMNCs and EMNCs

We would like to encourage submissions that can provide a unique perspective using diverse methodological approaches, and interdisciplinary/international/industry-academic co-author teams. All submissions will be subject to the standard double-blind review process followed by *JPIM*. All manuscripts must be original, unpublished works that are not concurrently under review for publication elsewhere. An electronic copy of the paper should be submitted to hernst@whu.edu, mohan.subramaniam@bc.edu, or anna.dubiel@whu.edu by December 31 2011. All submissions should conform to the *JPIM* manuscript submission guidelines available at <http://www.pdma.org/journal/AuthorInfo.pdf>