CALL FOR PAPERS
2016 ANNUAL PDMA RESEARCH FORUM

Research Forum Theme: Innovating in an Interconnected World

Submission Deadline: April 11, 2016

Research Forum Dates: October 15-16, 2016 (Omni Hotel CNN Center), Atlanta, Georgia

PDMA's Annual Research Forum is the premier conference for discourse on new product development (NPD) and innovation research. It is an important forum for intellectual exchange and state-of-the-art research on all aspects of NPD and innovation.

For researchers, it is a stimulating international milieu for developing research partnerships and interacting with other academics and with managers. For managers, the forum provides an opportunity to learn of the latest research, reflect on their own practice, and engage with innovation thought-leaders.

The 2016 Annual Research Forum co-chairs are: Anna Cui (University of Illinois at Chicago), Ruby Lee (Florida State University), and Neeraj Bharadwaj (University of Tennessee).

The co-chairs welcome your participation in the Research Forum, including submission of competitive papers, extended abstracts, and posters. The co-chairs also invite creative special session proposals, especially those that bring together academic and practitioner perspectives. These special sessions can take a variety of forms, including a panel of academic and managerial experts delving into an emerging topic and a "lightning round" question and answer session. Further details regarding the submission types appear on the following page.

Submissions on all topics related to NPD and innovation are welcome, including, but not limited to: crowdsourcing, entrepreneurship and innovation across borders, sustainable new product development, the use of social media in NPD, the "dark side" of open innovation, intra- and inter-organizational collaboration, innovating within constraints, synchronizing multi-channel launch strategies, supply chain innovation, service innovation, and challenges/opportunities imposed by data-rich environments.

Submissions may utilize any methodology (surveys, experiments, secondary data, interviews, etc.). Submissions from all academic areas that can inform product innovation and management scholarship are encouraged, including: marketing, management, entrepreneurship, engineering, and business/customer analytics. The co-chairs welcome cross-disciplinary research, and submissions from all corners of the globe.

To encourage a breadth of research for high-quality discourse on NPD and innovation, the co-chairs invite authors to select from one of four different submission types:

1. **Competitive Paper** – These papers represent the completed work of their authors. The manuscript for review should be no more than 20 double-spaced pages (including figures, tables and references) with Times New Roman 12-point font, and should follow the manuscript guidelines of the *Journal of Product Innovation Management* (http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-5885/homepage/ForAuthors.html). Authors of accepted competitive papers can select to have their work appear in the proceedings either in full or as extended abstracts.

   The 2016 Research Forum offers the following awards for competitive papers:
   a. Best Paper Award
   b. Best Student Paper Award – Doctoral students are particularly encouraged to submit papers for this conference.

2. **Extended Abstract –** The extended abstract provides an opportunity to address emerging topics. Submissions should be about 1500 words in length. This abstract should identify the central research question, introduce the most important references, present the key research findings and describe the research implications. Abstracts will be evaluated based on the quality, originality, and value of the research in contributing to knowledge and managerial practice.

3. **Special Session –** Proposals for a special session can take on any form (e.g., a panel of academic and managerial experts on an emerging topic, a collection of 3 papers and a discussant, a "lightning round" question and answer session). A proposed session should be submitted with as much detail as possible, including extended abstracts or manuscripts of any studies to be presented.

4. **Posters** – The poster format allows participants to present preliminary findings from the early stages of a research program. These sessions can be very useful in getting input from attendees regarding an early stage project. Authors will get a chance to distribute their abstracts, display their findings poster-style, and discuss their research in an open forum. Submissions should be about 1,000 words in length, and will be evaluated based on the quality of the research and potential contributions to the field.

Best Reviewer Award
An outstanding reviewer award, based on the timeliness and quality of reviews, will be given. Also, we invite those submitting papers to volunteer to review manuscripts for this conference.

Submission Guidelines – All submissions must be prepared in Word (.doc or .docx). Papers must be submitted by April 11, 2016 via https://easychair.org/conferences/?conf=pdmarf2016. The co-chairs expect to send notifications of acceptances by June 6, 2016. Final versions of all accepted papers must be received by August 1, 2016 for inclusion in the Research Forum Proceedings. If your competitive paper, extended abstract, or poster is accepted, at least one of the authors MUST register for the conference and plan to attend.

Questions about submissions can be directed to Anna Cui (ascui@uic.edu).