



## 2021 PDMA DOCTORAL DISSERTATION PROPOSAL COMPETITION

### *Competition Co-Chairs*

***Ruby Lee***

*Florida State University, Florida, USA*

***Subin Im***

*Yonsei University, Seoul, South Korea*

The Product Development and Management Association (PDMA) announces its call for the 2021 Doctoral Dissertation Proposal Competition. The aim of the competition is to support doctoral students to develop original and impactful research on innovation and new product/service development.

### AWARDS

Three winners will be selected. Winners of the competition will receive the following:

- First place: \$3,000 cash prize. In addition to cash prizes, first-place winner will also receive:
  - a. An additional \$1,000 towards travelling costs to attend the 2021 PDMA conference in Baltimore, MD, U.S.A (November 13<sup>th</sup> - 16<sup>th</sup> 2021),
  - b. Free registration to the 2021 PDMA conference (\$750 value),
  - c. A 1-year membership to the PDMA, which includes subscription to the *Journal of Product Innovation Management* (JPIM),
  - d. Opportunity to use the PDMA membership to collect data,
  - e. Opportunity to present dissertation research at the 2021 PDMA conference, and
  - f. The prizes together represent over \$5,000 dollars of value
- Second place: \$2,000 cash prize.
- Third place: \$1,000 cash prize.

The winners are required to present their dissertation research at the 2021 PDMA conference (contingent on the absence of travel restrictions. Else, there will be an online conference).

### ELIGIBILITY

1. Dissertation proposals must be either in the process of approval or be already approved by the student's dissertation chair or committee. Where Ph.D. programs do not require a formal proposal approval, the student's academic supervisor (Professor) should confirm that the final outline of the dissertation research (theoretically and empirically) is well established.
2. The grant from the competition is intended to support the recipient's dissertation research. Thus, only dissertations that will be completed no sooner than within the next year are eligible to be submitted to the competition. Fully completed dissertations are not eligible.
3. The dissertation research should be on a topic related to innovation and/or new product/service development. It can examine any aspect of innovation and can take a broad range of perspectives such as the market, organization, team, manager, or consumer. Topics include but not limited to:
  - Design and development of new products, services, and processes
  - Innovation adoption, commercialization, and diffusion
  - Business model innovation
  - B-to-B innovation
  - Ethical, responsible, sustainable, and social innovation
  - Open innovation, platform innovation, and innovation ecosystems

- Emerging technologies driven innovation (e.g. big data, artificial intelligence, machine learning, human computer interactions, blockchain, robotics etc.)
- Digital marketing and social media driven innovation
- Interfaces between innovation and other disciplines such as strategy, organization, teams, entrepreneurship, finance, operations, and talent management
- Industry-specific innovation studies (e.g., innovation in healthcare, education, energy, and other sectors)
- Constraints in innovation
- Innovation for and in emerging markets
- Innovation in family businesses
- Government policies and innovation

Applicants who are unsure of the suitability of their research topics for this competition may find it helpful to consult recent issues of JPIM and are welcome to contact the competition co-chairs.

## SUBMISSION

We are using EasyChair to handle all submissions. Since EasyChair permits only one file per submission, to ensure that your proposal will go through a double-blind review process, we ask that in your first submission, upload your application package and then in the second submission, upload your blind proposal document.

What should be included in the application package?

- A title page with all contact details
- A one-page, single-spaced executive summary of the proposed dissertation research, clearly stating the dissertation title, research questions, method, and expected contributions. This executive summary also needs to include a statement regarding how the monetary award would be spent to help complete the dissertation
- A proposal (see below, same as the blind proposal document uploaded in your second submission)
- A letter from the student's committee chair or department head in support of the submission
- An up-to-date Curriculum Vitae (including a list of all completed doctoral coursework)

What should be included in a blind proposal document?

- A blind proposal document is your proposal that will be sent to at least two reviewers for their comments. It should not exceed 15 pages in length and should consist of the following sections: abstract, introduction, conceptual background, hypotheses/conceptual model, method, theoretical contribution, and implications for innovation practitioners. If the dissertation consists of multiple essays, please include a section on the overarching theoretical framework, research objectives and contributions. The 15-page limit also includes references, figures, and tables. It should be double-spaced and in 12-point font, with a 1" margin on all sides. The proposal document should follow JPIM's guidelines for authors.

All documents should be submitted electronically via EasyChair at <https://easychair.org/conferences/?conf=2021pdmaddpc> in a PDF format.

To be considered, all application materials must be received by **August 10, 2021, 11:59 PM Eastern Standard Time.**

## EVALUATION

Proposals will be evaluated in a double-blind review process by leading scholars in innovation and new product/service development. Reviewers will judge the proposals against traditional academic standards and the feasibility of completion. The winners will be announced in mid-October 2021.

For questions, please contact competition co-chairs Professor Ruby Lee ([rlee3@business.fsu.edu](mailto:rlee3@business.fsu.edu)) and Professor Subin Im ([mktgprofim@gmail.com](mailto:mktgprofim@gmail.com)).