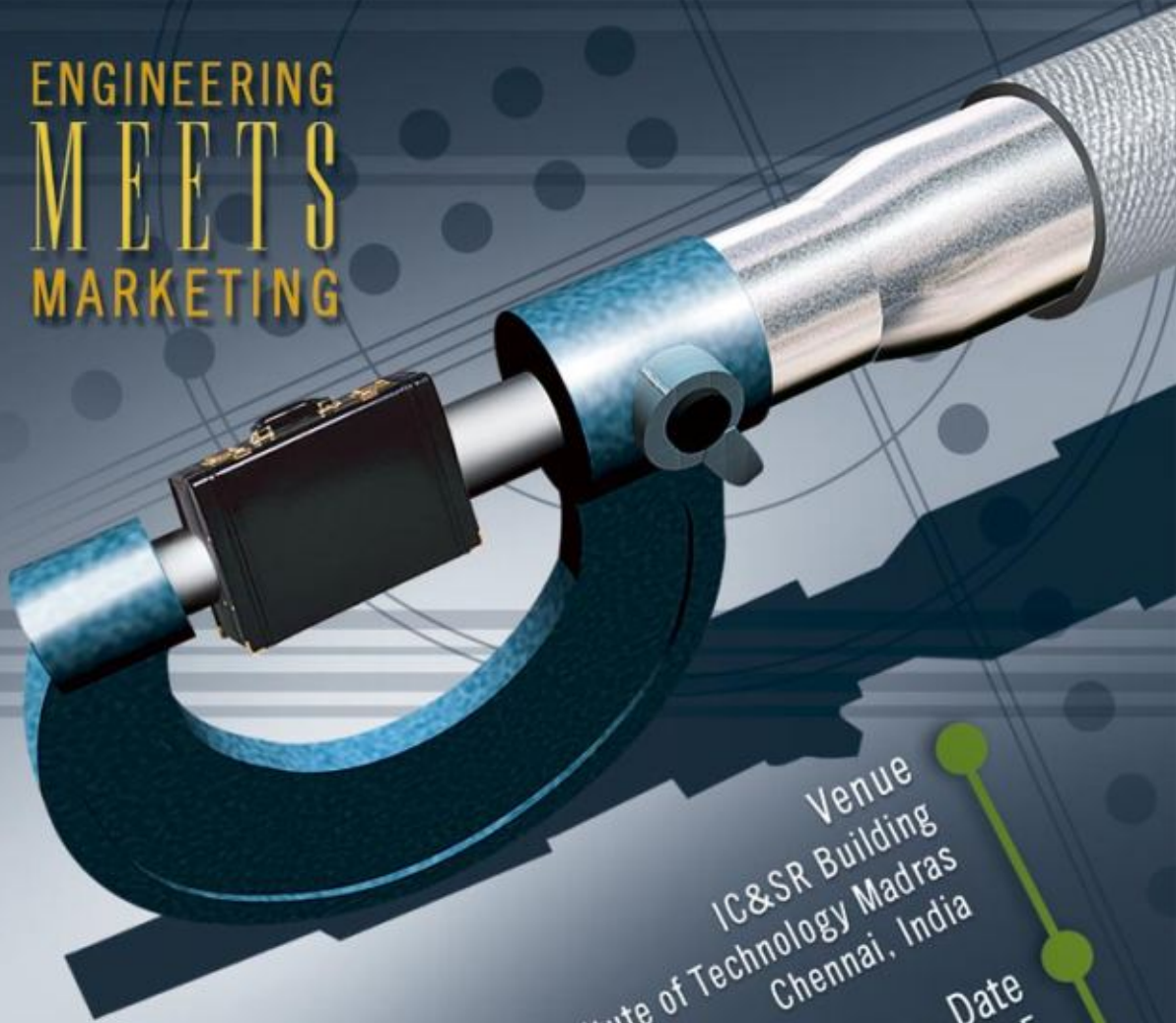


# INTERNATIONAL CONFERENCE

Innovative  
New Product Development :

ENGINEERING  
MEETS  
MARKETING



Venue  
IC&SR Building  
Indian Institute of Technology Madras  
Chennai, India

Date  
21 - 23 - December - 2005

## Sponsors

Indian Institute of Management, Bangalore, India  
Center for Global Innovation, Univ. of Southern California, USA  
North American Society for Marketing Education in India, USA  
R.M.K.Engineering College, Kavaraipettai, India  
Anadocs IT Solutions Private Limited  
Design Desk India Private Limited

# INTERNATIONAL CONFERENCE

Innovative

New Product Development : **ENGINEERING  
MEETS  
MARKETING**

## Co-Chairs

K. Chandrasekaran  
Gerard J. Tellis,  
B. Mahadevan  
Deepa Chandrasekaran

## Preamble

The millennium has heralded an aggressively demanding new world fraught with market pressures that have never been experienced before. Increasing product complexity and expectations of greater product innovation, together with requirements of faster time to-market are driving new product development strategies. For successful and innovative product development, a closer collaboration between Engineering and Marketing is imperative. The ability to collaborate and efficiently deliver the right product at the right time, to satisfy the most demanding, enlightened, and knowledgeable customer would determine the success or failure of an enterprise.

## About the Conference

In the past, engineers have typically focused on product design and innovation through newer technologies, while marketers have focused on market and competitor intelligence and customer preferences. The time has come for an effective integration of these two focal areas for the successful launch of break-through products. This is the theme of the conference.

## Objectives

- To present a forum for an international gathering of practicing product designers, academic researchers, marketing strategists and innovative managers to interact and learn about the best practices for the successful launch of new products.
- To provide an opportunity for practitioners and academia to understand the need for this integration and to present their contributions through research papers.
- To promote global collaboration in effective product and process innovations that would delight a discerning customer.
- To provide an opportunity to exhibitors to showcase their products and tools for innovative product development.

## Unique Features of the Conference

- Plenary sessions with key-note addresses by experts from different parts of the world
- Presentations by invited speakers of research findings based upon a careful selection of invited research papers from academia and industry
- Exhibition of state-of-the-art tools for product innovation and customer understanding

**Date: Dec 21 2005**

8:00 am onwards

**Registration**

Session W1 (Hall 1)

9:00 am- 10:45 am

**Opening Remarks**

Gerard J.Tellis, Director, Center for Global Innovation  
Marshall School of Business,  
University of Southern California, USA (Session Chair)  
Robin Karol, CEO, PDMA, USA  
Hamsa Thota, President Elect-2006, PDMA,USA

**Presidential Address**

K.R.A. Nair, Lucas TVS Ltd

**Special Address**

M.S.Ananth, Director, Indian Institute of Technology, Madras

**Inaugural Address**

S. Aravind, Administrator, Aravind Eye Hospital

10:45 am-11:00 am

**Refreshment Break**

Session W2 (Hall 1)

11:00 am- 1:00 pm

**Plenary Session 1**

Chair: B. Mahadevan, Professor, IIM Bangalore  
Michael Foley and B.V. Nagaraj,  
Titan Industries, Bangalore - Case Study 1  
Microsoft Client - Ashok Leyland - Case Study 2  
SAP Client from USA - Case Study 3  
Arun Jaura, Vice President: Automotive PD,  
Mahindra & Mahindra, Pune  
"Personalized Automobiles: A way of Life in the 21st Century"

1:00 pm- 2:00 pm

**Lunch Break**

Session W3 (Hall 1)

2:00pm- 3:30pm

**Firm Capabilities and Business Strategy 1**

Chair: Om Narasimhan

1. The Stage-Gate Process for New Product Development: Creating Resistance and Compromise for Really Novel Products  
Rajesh Sethi (Clarkson University),  
Zafar Iqbal (DePaul University)
2. Why Do Some New Ventures Gain More From Innovation Than Others?  
Raghunath S. Rao,  
Rajesh K. Chandy (University of Minnesota),  
Jaideep C. Prabhu (Imperial College, London)
3. Engineering Meets Marketing: What Makes Innovative NPD Successful?  
Shalendra Porwal, Battelle,USA
4. From Invention to Innovation: Conversion Ability in Product Development  
Rajesh Chandy (University of Minnesota),  
Brigitte Hopstaken (Daphne Communication Management),  
Om Narasimhan (University of Minnesota),  
Jaideep Prabhu (Imperial College London)

3:30pm- 3:45pm

**Tea Break**

**Date: Dec 21 2005**

Session W4 (Hall 1)  
3:45pm- 5:15pm

**Concept Development and Voice of Customer**  
Chair: Devashish Pujari (McMaster University)

1. A Cross-Cultural Perspective on Marketing Research and New Product Design for the Low-Literate: Where Engineering and Marketing Meet the Bottom of the Pyramid  
Madhu Viswanathan, Kumar Sarangee, Avinish Chaturvedi (University of Illinois at Urbana-Champaign)
2. Identifying Consumer Needs for Product Development  
Aruna Shekar (Massey University)
3. Approaches To Customer Involvement In New Service Development  
Devashish Pujari (McMaster University),  
Pilar Carbonell (York University),  
Ana I Rodriguez Escudero (University of Valladolid, Spain)

6:30pm- 8:30pm

**Dinner hosted by RMK Engineering College**

**Date: Dec 22 2005**

8:30 am

**Inauguration of PDMAI**  
Dr. D.Viswanathan, Vice-Chancellor, Anna University

Session T1 (Hall 1)  
9:00am- 10:45am

**Concept Evaluation and Product Testing**  
Chair: Kannan Srinivasan

1. Using Upgrading Auctions for Eliciting Preferences for New Products with Massive Attributes  
Young-Hoon Park, Min Ding, and Vithala R.Rao (Johnson Graduate School of Management, Cornell University)
2. Techno-economic Feasibility Analysis of an Intelligent and Energy-efficient Regulator for Ceiling Fans  
S. Muthukumar (Indian Institute of Technology Madras)
3. Am I Getting It or Not? The 'Trying' Practices of Consumers' Exploratory Learning of a New Technology  
Stephen J. Gould, Paschalina (Lilia) Ziamou (Zicklin School of Business, NY)
4. Combining Engineering (Cost) and Marketing (Conjoint) Inputs in Making Optimal Product Line Decisions  
Raj Sethuraman (Southern Methodist University)
5. Application of Conjoint analysis in New Product Development  
R. Satish Kumar (Institute of Finance and International Management)

10:45 am- 11:00 am

**Refreshment Break**

Session T2 (Hall 1)  
11:00am- 12:30pm

### Product Adoption and Diffusion

Chair: Arvind Rangaswamy

1. Deterministic pressures or firm capabilities? An empirical examination of the drivers of e-business adoption  
Ranjit Voola (University of Sydney)
2. Getting a Grip on the Saddle: Economics, Chasm or Informational Cascades?  
Deepa Chandrasekaran,  
Gerard J. Tellis (University of Southern California)
3. The Effects of Pre-Release Online Word of Mouth on Movie Evaluation  
Tridib Mazumdar, Anindita Chakravarty,  
Yong Liu (Syracuse University)
4. The Diffusion of Innovations Through Small-World Networks  
Arvind Rangaswamy, Nazrul I. Shaikh (Penn State University),  
Anant Balakrishnan (University of Texas at Austin)

12:30pm- 1:30pm

### Lunch Break

Session T3 (Hall 1)  
1:30pm- 3:00pm

### Technology Management over the Life Cycle

Chair: K. Sudhir

1. Challenges of Demand Forecasting and Market Development of Innovative High- Tech Products: Insights for Roadmaps using Technology Adoption Life Cycle  
Bhawna Kumar (Amity Business School)
2. The S Curve of Technological Evolution; Strategic Law or Self Fulfilling Prophecy  
Gerard J. Tellis, Ashish Sood (University of Southern California)
3. Necessity for the Management of Innovative Wireless Solutions in the Australian Healthcare Market  
Raj Gururajan (University of Southern Queensland)
4. Forecasting Advertising Responsiveness for New Short-Lifecycle Products: The Case of DVDs  
Jackie Y. Luan, K. Sudhir (Yale School of Management)

3:00 pm- 3:30 pm

### Refreshment Break

Session T4  
Track 1 (Hall 1)  
3:30 pm to 5:00 pm

### T4A: Financial Returns to Innovations

Chair: Ravi Chitturi

1. R&D Intensity, Marketing Intensity and Firm Performance  
Hema A Krishnan, Raghu Tadepalli (Xavier University, Cincinnati)
2. Market Returns to Technological Innovations during New Product Development  
Ashish Sood, Gerard J. Tellis (University of Southern California)
3. Complex Buying Systems and the Role of Minor Innovation in Market Share Retention: The Case of Pharmaceutical Brands in the United States of America  
Satish Jayachandran, Jennifer L. Nevins,  
William O. Bearden (University of Southern Carolina)
4. Form vs. Function: Implications of Product Design for Profitability and Market Share  
Ravi Chitturi (Lehigh University), Raj Raghunathan,  
Vijay Mahajan (The University of Texas at Austin)

Session T4  
Track 2 (Hall 2)  
3:30pm- 5:00pm

### T4B: Firm Capabilities and Business Strategy II

Chair: Joseph Kissan

1. Entrepreneurial Association in a Franchise System  
Alex Maritz, Ravi Bhat (Unitec New Zealand)
2. An Extended Conceptual UTAUT Model for Wi-Fi Technology Adoption in Hospital Services Market  
Saji, K.B (IIM Lucknow) and  
Raj Gururajan (Univ. of Southern Queensland)
3. Usage Adoption of ICT in the Hospitality Sector: A Study of Thailand Hotels  
Sunil Sahadev ( IIM Kozhikode)
4. Welfare and Promotion Implications of Prescription Drug Samples  
Joseph Kissan (University of Kansas),  
Murali Mantrala (University of Missouri)

6:00 pm- 9:00 pm

Cultural Program and Dinner Sponsored by  
Global Innovation Center at the University of  
Southern California & NASMEI

**Date: Dec 23 2005**

Session F1  
Track 1 (Hall 1)  
8:00 am- 9:30 am

### F1A: Product Quality and Design

Chair: Ramkumar Janakiraman

1. Measuring and Managing Service Quality: Customer expectations/perceptions, Dimensions of Service quality and Service quality gaps with special reference to the Indian Retail Banking Industry  
Sumeet Om Sharma (Amity Business School, India)
2. Optimal Portfolio Composition Of Foreign Currency Assets Using Stochastic Quadratic Programming  
V. Charles (SDM Institute of Management Development)
3. Society Driven Design for Extended Life Cycle of a Product  
D. Jayakanth and T.Manoj (RMK Engineering College)
4. Knowledge Management Through KBE  
A. Paulfeuerbron, ISD Software & System GmbH
5. A Structural Model of Informational Spillovers Across Brands: Pioneering Vs. Late Entrants  
Ramkumar Janakiraman, Shantanu Dutta (USC),  
Catarina Sismeiro (Imperial College)

Session F1  
Track 2 (Hall 2)  
8:00am- 9:30am

### F1B: Decision Tools

Chair: Selwyn Piramuthu

1. Decision Support for Stage-Gate Processes  
Jayavel Sounderpandian (University of Wisconsin-Parkside)
2. Generalized Methodology/Tool To Evaluate The Return On Investment For The PDM Implemented Industries  
Balakrishna, C. Jebaraj (Anna University)
3. Taguchi Analysis of Process Parameters Associated With Squeeze Casting Of Lm24 Aluminum Alloy  
M.Thirumal Azhagan,  
P.Vijian (Government College Of Technology)
4. On RFID Tags, Competitive Advantage, and Supplier Integration  
Selwyn Piramuthu (University of Florida)

9:30am- 10:00am

**Refreshment Break**

Session F2

Track 1 (Hall 1)

10:00am- 11:30am

**F2A: Customer Relations and Satisfaction**

Chair: Roger Bennett

1. Incorporating Customer Preferences in Early Stages of New Product Design: A critical Review of Methods and Techniques  
Anbuhezian Nattappan, K.Chandrasekaran (RMK Engg. College), and K. Srinivasan (Anna University)
2. An Exploratory Study on Drivers and Barriers of Knowledge Transfer in Tertiary Education  
Vijaya Gururajan (University of Southern Queensland)
3. Website Innovation Generation and Development – Client Relationships: The Case of Charitable Organizations in the UK  
Roger Bennet (London Metropolitan University)

Session F2

Track 2 (Hall 2)

10:00am-11:30am

**F2B: Emerging challenges**

Chair: Sanjit Sengupta

1. New Products and Services: R&D Process and the Influence of Market Competitiveness on Test and Launch Decisions  
Narendra K Sharma,  
Trishla Singh (Indian Institute of Technology Kanpur)
2. Management Challenges in Implementing Electronic Signatures  
Raj Gururajan (Univ. of Southern Queensland)
3. Innovation: A Cross Cultural Perspective  
Alka, Dr. Gurinder Singh (Amity Business School)
4. Recent Trends in Product Innovation by Technology-intensive Product Marketing Firms in India  
Saji K.B (IIM Lucknow) and Uma Nair. S ( IIT Kanpur)
5. Some Technology Marketing Challenges In The 21st Century  
Sanjit Sengupta (San Francisco University)

11:30 am-11:45am

**Tea Break**

Session F3

11:45am – 1:00pm

**Valedictory Session & Panel Discussion**

1:00 pm

**Lunch**

## Registration Fee Details

Category of Participation	Amount in Rs. / US\$
Conference Delegates (Academic)	Rs. 2000 / US \$ 200
Conference Delegates (Corporate)	Rs. 4000 / US \$ 400
Conference Delegates (Student)	Rs. 750 / US \$ 50

## Accommodation

The accommodation can be booked directly by the delegates with the Conference Hotel RAMADA RAJ PARK, Chennai.

The details about the hotel can be either accessed from the conference website for discounted rates at [www.inpdem.com](http://www.inpdem.com) or from [www.rajpark.com](http://www.rajpark.com)

## Sponsors



## For Further Information

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