

# PDMA India Conference 2007

in association with  
IIMB Management Review

## Product Development for Developing Country Markets: Scope, Challenges and Management

Date: December 17-19, 2007

Venue: Indian Institute of Management Bangalore, India

Product development is a relatively young field that has built its portfolio of tools and techniques through the cumulative experience of a large number of firms involved in product development. Since competitive forces have for long forced product development initiatives on firms that compete intensively in developed countries, a bulk of the research that has guided best practice in product development has relied on the experiences of firms making products for developed country markets. Major industries that have contributed to knowledge creation in product development are automobiles and aerospace – where the focus has been primarily on creating better products faster while managing costs within a reasonable threshold. However with the stagnation of opportunities in developed country markets and the emergence of developing country markets as the major source for growth among multinational firms, the focus has shifted to lowering costs while creating appropriate products for these large potential markets. As firms from developed countries seek ways of entering the growing developing country markets, firms from developing countries like China and India are also posing a challenge to these multinational firms as they become the major providers of low cost services and products to both developing and developed country markets. There is thus increasing interest among academics and practitioners in understanding the scope, challenges and management of product development for developing country markets. How far is the experience of firms making products for developed country markets relevant for developing country markets? What can we learn from the experience of

developing country firms that have built expertise in product development for their home markets? Are there specific tools and techniques that are more appropriate for product development for developing country markets?

This PDMA India conference brings together academics and practitioners in addressing the broad theme of product development for developing country markets. We seek insightful contributions in the form of papers and cases on the theme as well as a broad range of issues relating to product development including:

- Managing R&D and innovation efforts in developing countries
- Product development strategy for developing country markets
- Competitive strategies for developing country markets
- Managing product development teams within and across developing country markets
- Managing risk in product development for developing country markets
- Market research techniques for understanding diversity in developing country markets
- Technology forecasting and portfolio management for developing country markets
- Intellectual property protection and management in developing country markets

- Product lifecycle management within and across developing country markets
- Managing supplier involvement in product development for developing country markets
- Reengineering and robust design of products for developing country markets
- Adapting product development tools and techniques for developing country markets
- Design for manufacturing, assembly and recycling for developing country markets
- Innovative cost management in product development for developing country markets
- Adapting products from developed countries for developing country markets
- Managing and financing grassroots innovations for developing country markets
- Innovations in industry – government – research institution networks in developing countries
- Innovations in public services, financial services, e-governance in developing countries.

### Important Deadlines for Paper Submission

Extended abstract (500 words) due by: June 30, 2007

Intimation of acceptance: July 30, 2006

Full paper (6000 words) due by: October 30, 2007

Abstracts and full papers may be sent electronically in PDF format to: [gprabhu@iimb.ernet.in](mailto:gprabhu@iimb.ernet.in). Abstracts of all presented papers and cases will appear in the CD-ROM conference proceedings. Full papers and cases will not be included in the proceedings and authors will retain copyright of their papers. In case of papers considered suitable for IIMB Management Review, authors will be contacted and requested to submit their papers for the review process.

- Theme workshops will be organised by PDMA India at IIMB in parallel with the academic conference
- Last date for conference registration (early bird rate): November 30, 2007
- Special rates for Indian academics and students
- Special discount for PDMA India members All details available on PDMA India website.

For further details please contact:

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Conference and PDMA India Website: <http://www.pdmaindia.org>  
 IIMB Management Review Website: <http://unix2.iimb.ernet.in/~review>

Details on PDMA India activities are available on the PDMA India website: <http://www.pdmaindia.org>