2016 JPIM/MSI RESEARCH WORKSHOP

INNOVATION IN DATA-RICH ENVIRONMENTS

June 8th-10th, 2016

SPONSORED BY:

The Journal of Product Innovation Management (JPIM)
The Marketing Science Institute (MSI)
The Office of Research & Engagement

⊤ HASLAM
COLLEGE OF BUSINESS
THE UNIVERSITY OF TENNESSEE, KNOXVILLE

Wednesday, June 8

Time	Activity/Event	Location
1:00 pm	Shuttle pick-up from Hilton Hotel	Hilton Hotel
1:15 pm	Shuttle pick-up from Haslam Business Building	HBB
1:45 pm – 3:00 pm	Local Motors Microfactory Tour	LM
3:30 pm – 5:00 pm	Manufacturing Demonstration Facility Tour	MDF
5:00 pm - 5:45 pm	Shuttle from MDF to Hilton Hotel/Haslam Business Building	MDF
6:30 pm - 8:30 pm	Opening Reception (Appetizers & Beverages)	The Firefly - Hilton Hotel

Time	Activity/Event	Location
8:15 am	**Shuttle pick-up from Hilton Hotel to Haslam Business Building**	**Hilton Hotel**
8:15 am- 9:00 am	**Registration**	**HBB 440**
9:00 am – 10:30 am	**Session 1**	**HBB 440**

Session 1

Opening Comments: Research Workshop Co-Chairs, Neeraj Bharadwaj & Charlie Noble

Welcome Remarks: Gloria Barczak (Editor, *Journal of Product Innovation Management*, and Kay Lemon (Executive Director, Marketing Science Institute)

"Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening Them in Real-time?"
By: Michel Ballings (University of Tennessee), Steven Hoornaert (Universiteit Gent), Edward Malthouse (Northwestern University), and Dirk Van den Poel (Universiteit Gent)

"Winning & Whining: Social Media, Big Data, and the Democratization of Customer Feedback"
By: Rhonda Reger (University of Tennessee)

Time	Activity/Event	Location
10:30 am - 10:45 am	**Networking Break and Refreshments**	**HBB 440**
10:45 am - 12:15 pm	**Session 2**	**HBB 440**

Session 2

"The 3Vs of Big Data: Strategic Drivers and Contingent Effects on New Product Revenue"
By: Jeff Johnson (University of Missouri-Kansas City), Scott Friend (Miami University), and Hannah Lee (Miami University)

"Building Healthy Innovation Communities Through Churn Prediction"
By: Steven Debaere (IESEG School of Management), Kristof Coussement (IESEG School of Management), and Tom De Ruyck (InSites Consulting)

"Innovation as Data: The Digital Revolution, 3D Printing, and Remixing"
Featured Academic Speaker: Aric Rindfleisch (University of Illinois)

12:15 pm - 2:00 pm	**Keynote Lunch Address** Welcome Remarks: Steve Mangum, Dean (Haslam College of Business) "Cognitive Computing Driving Innovation: An IBM Point of View" By: Timothy Humphrey (Vice President of Analytics & Acquisitions, Enterprise Services); Rashida Hodge (IBM Watson Client Delivery), and Thomas Ward (Supply Chain Cloud Strategist)	**HBB 440**
2:00 pm - 3:30 pm	**UT Technology Innovation Thought Leaders** "Role of Big Data and Analytics in Rapid Qualification of Additively Manufactured (aka 3D Printed) Components - Current Status and Future Directions" By: Suresh Babu (UT/ORNL Governor's Chair of Advanced Manufacturing) "The UT/ORNL Joint Institute for Computational Sciences: Confluence of Computation, Data, and Expertise" By: Lonnie Crosby (Group Leader-Scientific Group JICS) "AMIE: A Collaborative Approach" By: Kaushik Biswas (Building Scientist, ORNL) and James Rose (Director of the Institute for Smart Structures, College of Architecture and Design)	**HBB 440**
3:30 pm - 3:45 pm	**Networking Break and Refreshments**	**HBB 440**
3:45 pm - 5:15 pm	**Session 3** "Data as a Driver for Innovation of Product-enabled Services" By: Rene Goduscheit (The University of Southern Denmark) "The Organizational Impact of Big Data Marketing on Service Innovation" Luigi DeLuca (Cardiff Business School), Gabrielle Troilo (Bocconi University), and Paolo Guenzi (Bocconi University) "Business Model Innovation As a Driver of Economic Growth" Featured Academic Speaker: Alina Sorescu (Texas A&M)	**HBB 440**
5:15 pm	Shuttle pick-up from Haslam Business Building (HBB) to Hilton Hotel	**HBB**
6:00 pm – 9:00 pm	**Evening Dinner Event**	**Market 211**

Friday, June 10

Time	Activity/Event	Location
8:30 am	Shuttle pick-up from Hilton Hotel to Haslam Business Building (HBB)	Hilton Hotel
9:00 am - 10:30 am	**Session 1** "Ideator Expertise and Cocreator Inputs in Crowdsourced Product Cocreation" By: Jianjun Zhu (University of Hong Kong), Stella Yiyan Li (City University of Hong Kong), and Michelle Andrews (Emory University) "A Framework for Accelerated Innovation in a Data-Driven Environment" By: Yuanzhu Zhan (University of Nottingham), Kim Tan (University of Nottingham), and Robert Perrons, Queensland University of Technology "Innovations in Technology and Techniques for Bridging Quantitative and Qualitative Analyses" Featured Academic Speaker: Prasad Naik (University of California-Davis)	**HBB 440**
10:30 am - 10:45 am	**Networking Break and Refreshments**	**HBB 440**
10:45 am - 12:15 pm	**Session 2** "Predicting Innovation Success in Data-Rich Environments" By: Neeraj Bharadwaj (University of Tennessee), Charles H. Noble (University of Tennessee), Annette Tower (University of Tennessee), Leah Smith (University of Tennessee), and Yuexaio Dong (Temple University) "Strategic Implications of Crowdsourced Logistics" By: John Bell (University of Tennessee), Vince Castillo (University of Tennessee), and Bill Rose (University College Dublin) "Big Data for Good" Featured Academic Speakers: Rajesh Chandy (London Business School) and Magda Hassan (University of Warwick) Closing Comments: Research Workshop Co-Chairs, Neeraj Bharadwaj & Charlie Noble	**HBB 440**
12:15 pm	**Box Lunch**	**HBB 440**
12:25 pm	Shuttle pick-up from Haslam Business Building (HBB) to Hilton Hotel	**HBB**