

CALL FOR PAPERS

17th INTERNATIONAL PRODUCT DEVELOPMENT MANAGEMENT (IPDM) CONFERENCE

University of Murcia and EIASM

Murcia, Spain

June 13-15, 2010

We are pleased to announce that the **17th International Product Development Management Conference** will be held **in June 13-15, 2010, at the University of Murcia, Spain**. It will be a great opportunity for New Product Development researchers in Europe and around the world to exchange their research ideas and get to know about Spain.

The theme of the conference will be and the conference goal is to provide a forum for scholars to present and be exposed to the most current research related to Innovation and New Product Development.

Papers dealing with the following topics are welcome:

Organizing for product development	Leadership and creativity in PD
Knowledge and IT resources in PD	Entrepreneurship and PD
Product development strategy and performance	Networks and alliances in PD
Product development in services and software	Radical product innovation
Marketing, users and product development	Product development process
Product development in a global context	Product Development in SME
Teaching Innovation and New Product Development Management	
Creativity and Design Management and Business Performance	
Open Innovation – Product Development in communities	

All submissions (abstract of 500 words) must be send through the EIASM form to a specific track not later than 30th October 2009. Submissions by hardcopy or fax cannot be considered. Notifications to authors will be in February and the submission of full-accepted papers by April 12, 2010. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

We sincerely hope you will be able to share your ideas with us at the **17th International Product Development Management Conference** which will be held in Spain

Jose Luis Munuera Aleman(munuera@um.es)

2010 Conference Chair

Further Information:

www.eiasm.org (workshops and conférences)