



Call for Papers

Special Issue of *the Journal of Product Innovation Management*

Global Product Innovation Management
for *2010 Global Marketing Conference at Tokyo*

Conference Submission Deadline: March 15, 2010

Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan

Date: September 9-12, 2010

Explosive growth in new technologies coupled with the entrance of emerging markets into the global economy has revolutionized the competitive landscape. Given the nature of the global economy, competitive advantage in today's marketplace increasingly relies on effective management of global product innovation (Calantone and Griffith 2007). The challenge of developing products quickly, on a global basis, while staying ahead of the competition and achieving rapid market penetration has firms searching for new ways of global product innovation management.

In honor of **2010 Global Marketing Conference at Tokyo** organized by **Korean Academy of Marketing Science, Ryutsu Keizai University** and **Society for Marketing Advances**, Journal of Product Innovation Management will publish a Special Issue on '**Global Product Innovation Management**' featuring suitable papers presented at this conference. JPIM has served as a market place for science-based innovative ideas that are produced and consumed by scholars and business people alike (Biemans etc. 2007).

Topics will focus on, but are not limited to, the following:

- Global New Product Development
- Global Transfer of Product Innovation
- Global Knowledge Management of Product Innovation
- Global Customer Satisfaction and Product Development
- Global Customer Targeting and Global New Product Management
- Performance of Global Product Innovation

- IT Usage and Global Product Success
- Culture and Process of Global Product Innovation
- Global Product Design Management
- Global Strategy of New Product Development
- Global Fashion Product Innovation Management

In line with the above statement, all papers submitted to 2010 Global Marketing Conference at Tokyo are eligible for review to be included in the special issue. If you want your paper to be considered for possible publication in JPIM, then please inform your intention to Prof. Kyung Hoon Kim (Professor of Marketing, Dept. of Business Administration, College of Economics and Commerce, Changwon National University, Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82 55 213 3346, Fax: +82 55 263 9096).

More Information:

Journal of Product Innovation Management: <http://www3.interscience.wiley.com/journal/118487224/home>

2010 Global Marketing Conference at Tokyo: www.kamsconference.org.

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<Reference>

Calantone, Roger J. and David Griffith (2007), "From the Special Issue Editors: Challenges and

Opportunities in the Field of Global Product Launch," *Journal of Product Innovation Management*, 24:414-418.

Biemans, Wim, Abbie Griffin, and Rudy Moenaert (2007), "Twenty Years of the Journal of Product Innovation Management: History, Participants, and Knowledge Stock and Flows," *Journal of Product Innovation Management*, 24:193-213.