

## Special Feature

### New Product Research Showcased at Consortium

A first-of-its-kind consortium brought together scholars and practitioners at UIC to help improve how new products are made.

A joint initiative of the department of managerial studies and the Product Development Management Association, the inaugural PDMA-UIC Doctoral Consortium focused on accelerating innovation. The event was held July 15-17.



"The aim of the consortium was to build community of learning and support among and for the next generation of scholars (senior doctoral students) focusing on new product development (NPD) and innovation," said Cheryl Nakata, professor of managerial studies, who conceived the idea for the consortium.

The event brought together academics with experts of new product development innovation, including Tim Parsey, senior vice president of design, Yahoo, Inc.; Parrish Hanna, global director of experience strategy, Motorola, Inc.; and Ben Brenton, chief innovation officer, Snap-On, Inc.

Students from top universities around the world, such as New York University, Rutgers and the University of Cambridge, competitively applied for admission to the consortium, where they were mentored by academic researchers working on NPD-innovation issues.

About 20 doctoral students shared their research discoveries as they competed for research grant funding. Presentation topics included management, marketing, design, technology and engineering.

Esi Abbam, a UIC doctoral candidate in managerial studies, was pleased to be chosen to participate.

"This was a forum where a collegial atmosphere was created for Ph.D. students like me to share their work and receive valuable feedback," Abbam said.

Grant awards totaling \$7,500 were presented for outstanding dissertation presentations during a speed-funding competition, where student were given five minutes to talk about their research.

After the consortium, Abbam said exploring and developing her research interests under the guidance of distinguished researchers was extremely helpful.

In tandem with the consortium, UIC hosted the first Journal of Product Innovation Management (JPIM) Thought Leadership Symposium July 15. JPIM is the leading journal of NPD and innovation. The symposium introduced current areas of NPD-innovation knowledge to participants and developed a research agenda for the next two years, which will be published in JPIM as a special issue.

Managerial studies faculty members have specialized in teaching and research of NPD-innovation, Nakata said. They started one of the first interdisciplinary curriculums for NPD-innovation at the master's and undergraduate levels with faculty in the colleges of art & design and engineering.

Winners of the SpeedFunding Dissertation Competition: Kevin Cooney, Yuna Kim and Ting-Ting Fan.

