

Session Program

14-18 May 2017



26th International Association for Management of Technology Conference - IAMOT 2017

Product and service development

Wednesday 17 May

15:30

Product and service development: Session 1

Session | Location: B | Convener: Dr Breno Nunes

15:30-15:52

Customer engagement behavior throughout the digital service process

Speaker

Dr Minna Saunila

15:52-16:14

How a firm without a fundamental technology gains advantages

Speaker

Kiyohiro Yamazaki

16:14-16:36

Mapping Product Portfolio of Energy Service companies in the USA

Speaker

Mr Peng Qiu

16:36-16:58

The New Green Transformation Performance for Technological Innovation of High Patent-Intensive Industries

Speaker

Mr JIAN HOU

17:00

Thursday 18 May

10:30

Product and service development: Session 3

Session | **Location:** B | **Convener:** Dr Sergio Bulgacov

10:30–10:52

Selection criteria for technology alliance partners: conceptual model and application at a food industry company

Speakers

Mr EDERSON BRAMBILLA, Mr EDUARDO VASCONCELLOS

10:52–11:14

The crowdfunding idea contest of BMW

Speaker

Ms Tanja Jovanovic

11:14–11:36

SERVICE ENGINEERING - DEVELOPMENT OF PRODUCT-RELATED SERVICES

Speaker

Dr Herbert Michael Richter

11:36–11:58

Strategic action, new markets and business model

Speaker

Dr Sergio Bulgacov

12:00