

**“Marketing & Innovation Day” at the
Karlsruhe Institute of Technology (KIT)
23rd May 2014**

Location:

Forstwirtschaftliches Bildungszentrum Karlsruhe, Richard-Willstätter-Allee 2, 76137 Karlsruhe, Germany
(Location: Lehrsaal I) on the KIT campus

until 10:30am	Arrival
10:30am – 10:45am	Briefly introduction of participants
10:45am – 12:15am	Gloria Barczak (Northeastern University) <i>Overview of the Journal of Product Innovation Management and Crafting Articles for Publication</i>
12:15am – 01.00pm	Nicolas Zacharias (TU Darmstadt) <i>The Good and Bad of Ambidexterity: A New Model of Ambidexterity for Product Innovation</i>
01:00pm – 02:30pm	Lunch break (http://www.seilereika.de/)
02:30pm – 03:10pm	Wim Biemans (University of Groningen) <i>The Effect of Humor on Innovation</i>
03:10pm – 03:50pm	Tetyana Kosyakova (Goethe University Frankfurt am Main) <i>Measuring Substitution and Complementarity among Offers in Menu Based Choice Experiments</i>
03:50pm – 04:10pm	Coffee break
04:10pm – 04:50pm	Monika Schumacher (University of Mannheim) <i>Go-to-market Strategy for Technological Innovations</i>
04:50pm – 05:30pm	Martin Klarmann (Karlsruhe Institute of Technology) <i>Shallow Communicators vs. Meticulous Specialists? Exploring the Departmental Cultures of Marketing, Sales, and R&D</i>
afterwards	Informal get together in a nearby café

Organizers:

Institute of Information Systems and Marketing, Marketing & Sales Research Group, KIT (Martin Klarmann)
Chair of Marketing, Universität Stuttgart (Torsten Bornemann)
Chair of Marketing, Universität Tübingen (Dominik Papies)

Registration required: please contact steffen.wuertz@kit.edu (registration deadline: 11th May 2014)