“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)  
Overview of the Journal of Product Innovation Management and Crafting Articles for Publication

Nicolas Zacharias (TU Darmstadt)  
The Good and Bad of Ambidexterity: A New Model of Ambidexterity for Product Innovation

12:15am – 01.00pm Lunch break (http://www.seilerei-ka.de/)

02:30pm – 03:10pm Wim Biemans (University of Groningen)  
The Effect of Humor on Innovation

Tetyana Kosyakova (Goethe University Frankfurt am Main)  
Measuring Substitution and Complementarity among Offers in Menu Based Choice Experiments

03:50pm – 04:10pm Coffee break

04:10pm – 04:50pm Martin Klarmann (Karlsruhe Institute of Technology)  
Go-to-market Strategy for Technological Innovations

Monika Schumacher (University of Mannheim)  
Shallow Communicators vs. Meticulous Specialists? Exploring the Departmental Cultures of Marketing, Sales, and R&D

04:50pm – 05:30pm 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)