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**WALKING THE MANAGERIAL TIGHTROPE:
EXECUTIVE INVOLVEMENT IN PRODUCT INNOVATION PROJECTS /
DEVELOPING MEASURES AND CONSTRUCTS IN SURVEYS**

by



Serdar Durmuşoglu
NIDA Business School
26 February 2019 (Tue)
13:00 – 15:00
Room 812

Abstract / Synopsis

Based on a model of top management involvement (TMI) in new product development (NPD), my co-authors and I empirically demonstrate how strategic importance of the project, product innovativeness level, personal relevance of the project to the top manager and organic communication between top management and the NPD team influence TMI in the project in terms of guidance, active motivation, providing resources and creating a tolerant climate. Based on data analysis, I discuss why my co-authors and I conclude that whilst TMI is important, the way in which managers are involved needs careful thought. In a way, executives must walk a managerial tightrope; to be interested and engaged, but not overbearing. While presenting this research, I will also walk through how my colleagues and I developed the measures for some constructs used in the survey. This research seminar will appeal to those who are interested in the area of top management, new product developments, as well as those who are interested in learning or refreshing their skills on survey development.

About the Speaker

Dr. Serdar Durmuşoglu is a distinguished professor of marketing at Nanjing Forestry University and is currently visiting NIDA Business School, among other things. He earned his Ph.D. in marketing from Michigan State University. He also holds an MBA from Purdue University and a bachelor's degree in mathematics. Dr. Durmuşoglu's main research area is new product development (NPD), with special interest in NPD strategy and product innovation decisions, interaction of NPD teams with internal departments and external parties, the effect of information technology on NPD, and open innovation. His work has been published in *Journal of Product and Innovation Management*, *Industrial Marketing Management*, and *R&D Management*, among others. He is also a co-editor of Product Development Management Association's book, *New Product Development Essentials: Tools for Open Innovation*. Further, he serves on the editorial board of *Journal of Product and Innovation Management* and *Industrial Marketing Management* and is a member of PDMA's Academic Committee as well as Outstanding Corporate Innovator Award Committee.

Registration

Kindly make your reservation by 22 February 2019 at nbs-phd@nida.ac.th or by calling 02-727 3937.
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