Information Technology and New Product Development

Gloria Barczak, Ph.D.
Professor of Marketing
D’Amore-McKim School of Business
Editor, Journal of Product Innovation Management
Co-Director, Institute for Global Innovation Management
Northeastern University
Boston, MA

Research that integrates information technology and innovation has been recently gaining momentum. A Special Issue of MIS Quarterly on the topic is in progress with papers currently under review. In January, a half-day Symposium on IT and Innovation will be held at the HICSS Conference in Hawaii. Having undertaken research in this area for a number of years, in this presentation, I will provide an overview of my findings that have examined the antecedents to IT usage both at the firm and project level. I will also discuss two recent research projects. The first project examines the impact of open innovation on the use of new media and social networking IT during each phase of the NPD process and their subsequent effect on phase performance. The second project recognizes that people flock to social media because they are motivated by a desire for social interaction. The results suggest that by putting effort into connecting customers via social media, firms are able to reap both customers’ knowledge and involvement in innovation which, in turn, contribute to higher innovation performance. Finally, I will provide a brief overview of the Journal of Product Innovation Management.