IJMR Special Issue Call for Papers.
Deadline for submissions 15 September 2025

New Product Development and Innovation: Introduction, Measurement, and Effects across Industries

Guest Editors: Arry Tanusondjaja, Ehrenberg-Bass Institute, Australia; **Giang Trinh**, Ehrenberg-Bass Institute, Australia; **Kirsten Victory**, Ehrenberg-Bass Institute, Australia; **Jaywant Singh**, University of Southampton, UK

The role of innovation and new product development in the success of businesses has been studied and reported widely in academia. Previous studies have covered aspects such as new product diffusion, disruptor brands and platforms, as well as types of innovation and their management. Whilst the role of innovation is undisputedly important for business performance, there is a lack of robust practitioner-centric research on innovation and new product development on tactics, practices, and ongoing strategies. Fundamentally, how should innovation be considered and managed along with other activities such as advertising, distribution, and promotions? The absence of strong evidence-based studies have led to opinions and 'black-box' research that may lack methodological rigour. New research findings can advance knowledge and support practitioners in this crucial element of businesses.

The aim of the Special Issue is to provide a robust set of studies that would address topics such as:

- What are the differences in NPD success measurement in industry vs. academia?
- What are the best ways to measure adoption and attitudes from consumers for new products?
- Does consumer co-creation improve the odds of success for new product introductions?
- How should we anticipate cannibalisation, when new products or brand extensions are introduced, towards their sibling brands?
- Is new product introduction an effective way to grow brand buyers?
- Are there any evidence-based new product launch strategies that would increase their odds of success?
- What is the impact of sustainable product innovations on consumer adoption and marketing practices?
- What are the patterns of adoption, loyalty, and resistance to new product innovations in consumer markets?

We invite quantitative and qualitative paper submissions to the Special Issue that address the topics related to and beyond the points that are raised above, in a manner that is highly relevant for industry practitioners and the audiences of the International Journal of Market Research. We prefer empirical rather than conceptual submissions, as the studies should provide practical guidance in topics related to NPD and innovation. In addition to the topics

list above, the studies could cover aspects such as the development, launch, evaluation as well the supplementary activities, including: media placement, advertising, product packaging, messaging and communications, meta-analytical studies, and exit strategies for new product failures.

Submission Requirements:

Authors should submit manuscripts with length and requirement in line with the guidelines for the International Journal of Market Research. There is word limit of 7,500 words for manuscript submissions. More information at: **https://journals.sagepub.com/author-instructions/MRE**

We welcome informal queries regarding guest editors' expectations or the suitability of specific research topics, as well as abstracts with no guarantee of an acceptance. These should be directed to the Special Issue Editors:

- **Arry Tanusondjaja** **arry.tanusondjaja@marketingscience.info**
- **Giang Trinh** **giang.trinh@marketingscience.info**
- **Kirsten Victory** **kirsten.victory@marketingscience.info**
- **Jaywant Singh** **J.Singh@soton.ac.uk**

The closing date for submissions is 15 September 2025.

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