



January 4-7, 2011, The Grand Hyatt Kauai Resort & Spa, Koloa, Kauai, Hawaii.

## **Track: Internet and the Digital Economy**

### **Minitrack: Innovation and the Digital Economy**

Recent developments in the internet and the digital economy touch on established ways of thinking in various aspects of innovation management. The full innovation cycle is affected, from estimating and forecasting customers' needs, developing new products and services, and introducing the innovations into the marketplace.

In the minitrack we want to provide a platform for research that provides insights into how innovation management and processes are affected by the digital economy and how managers can take advantage of it.

We seek for qualitative and quantitative research including surveys, experiments, and (econometric) analyses of cross sectional, panel, time series, social network, or similar data.

Relevant topics for this minitrack include (but are not limited to):

- Open Innovation
- Crowdsourcing
- Co-creation
- Service Innovation
- Measurement of customer value for innovative products and services
- Accelerated diffusion of innovations in the digital economy
- Forecasting demand for innovations

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