

MAPP Workshop 2006: Call for abstracts

Food Innovation and New Product Development

4th International MAPP Workshop on Consumer Behaviour and Food Marketing on May 29-30, 2006 in Middelfart, Denmark

Call for abstracts :

Product innovation and management of the new product development (NPD) process are areas of interest which have become increasingly relevant for companies today in order to stay ahead in a still more dynamic, demanding and turbulent market.

Acquiring information and responding to the wants of consumers throughout the NPD process plays a great role in creating innovative food products which fulfil the needs of the market. But also sharing e.g. product related knowledge in and among NPD teams and throughout the entire organization is an area which is of interest to both researchers and practitioners in order to speed up or increase the creativity of the NPD process.

The workshop in 2006 will focus on the following themes, and we hereby invite abstracts covering topics related to these in relation to the food industry:

- * Product innovation management
- * Innovation strategy and portfolio management
- * User driven innovation
- * Consumer research methods in the NPD process
- * Learning and knowledge management in the NPD process

Participants and format

It is with great pleasure that we invite you to participate in the fourth international MAPP workshop on Consumer Behaviour and Food Marketing to be held on May 29-30, 2006.

The workshop will consist of oral presentations and plenary discussions and will end with a panel discussion.

Please note that the number of participants is limited to 30 to ensure good interaction.

**E-mail betj@asb.dk if you are interested in participating in the workshop.
Participation in the workshop does not require submission of abstracts.**