

## Innovating New Products

**Paul College helps companies respond to latest trends in new product development**

SERIES: [PAUL POST](#)

Thursday, November 2, 2017



[SUBSCRIBE TO THE UNH TODAY NEWSLETTER](#)

[SUBSCRIBE TO UNH TODAY RSS](#)



Paul College is proud to have a marketing department ranked by Academic Analytics in the top 5 percent nationally in scholarly productivity and impact. A particular strength of this department is a research prowess in new product development and innovation. The groundbreaking research conducted by our marketing faculty members provides research-backed data to inform companies as they plan their new product development and innovation strategies.

### **Sustainability and new product development**

Inspired by IKEA's progressive sustainability strategy, Paul College associate professors of marketing Ludwig Bstieler, Shuili Du and Goksel Yalcinkaya are investigating how a company's commitment to sustainability affects the development and performance of new products. They are focused on looking at how 453 international firms in a range of industries facilitate sustainability-focused innovation.

They have identified three important elements that foster this innovation in companies: whether the company has an innovation strategy, the level of the company's global perspective, and how the company cultivates open innovation within its employee population. Through this research, Bstieler, Du, and Yalcinkaya have found strong empirical evidence that a focus on sustainability can help new product development performance.

### **Crowdsourcing innovation**

Some companies use crowdsourcing platforms to harness user insights that inform the creation of new ideas at lower costs than traditional marketing research. But how can crowdsourcing help with the development of new products? Associate professors of marketing Billur Akdeniz, Shuili Du, and assistant professor of marketing Matthew O'Hern are examining different types of user-generated product feedback to determine their effects on a company's new product development performance.

They have categorized types of crowdsourced feedback as core (e.g., submitting a new product design) and non-core (such as commenting on another user's designs), and are examining which types are essential to product innovation based on online data they've extracted from a crowdsourcing community with several thousand active members. The findings of the research will provide guidance that firms can use to identify which consumers are most likely to create innovative new product concepts.

### **Customer-created products**

Don't see a product you want in the marketplace? Creating it yourself becomes more possible every day.

While the digital revolution has given marketers the ability to better predict performance based on data mined from a customer's past activities, assistant professor of marketing Matthew O'Hern thinks the future lies in allowing customers to create their own products, à la user-generated content on Wikipedia or open source software.

O'Hern is studying how the world of customer-created products is spreading to other industries, and how it could disrupt these industries much like file sharing disrupted the music industry. Changes like this are increasingly likely as millions of potential "makers" gain easy access to 3D printable content online, desktop 3D printers become increasingly affordable, and handheld 3D scanners enable consumers to replicate (and modify) their existing products in creative ways. In short, this new logic, which O'Hern and his coauthors call "Innovation as Data," promises to change the game entirely.

Want to learn more about research in Paul College's marketing department? Visit

[paulcollege.unh.edu/departments/marketing/research](http://paulcollege.unh.edu/departments/marketing/research).

WRITTEN [Whittney Gould](#) | Peter T. Paul College of Business  
BY: and Economics | [whittney.gould@unh.edu](mailto:whittney.gould@unh.edu) | 603-862-  
1704

PHOTOGRAPH BY [Peter Nugent](#) | Web & Mobile Development

PAUL POST

## RELATED ARTICLES

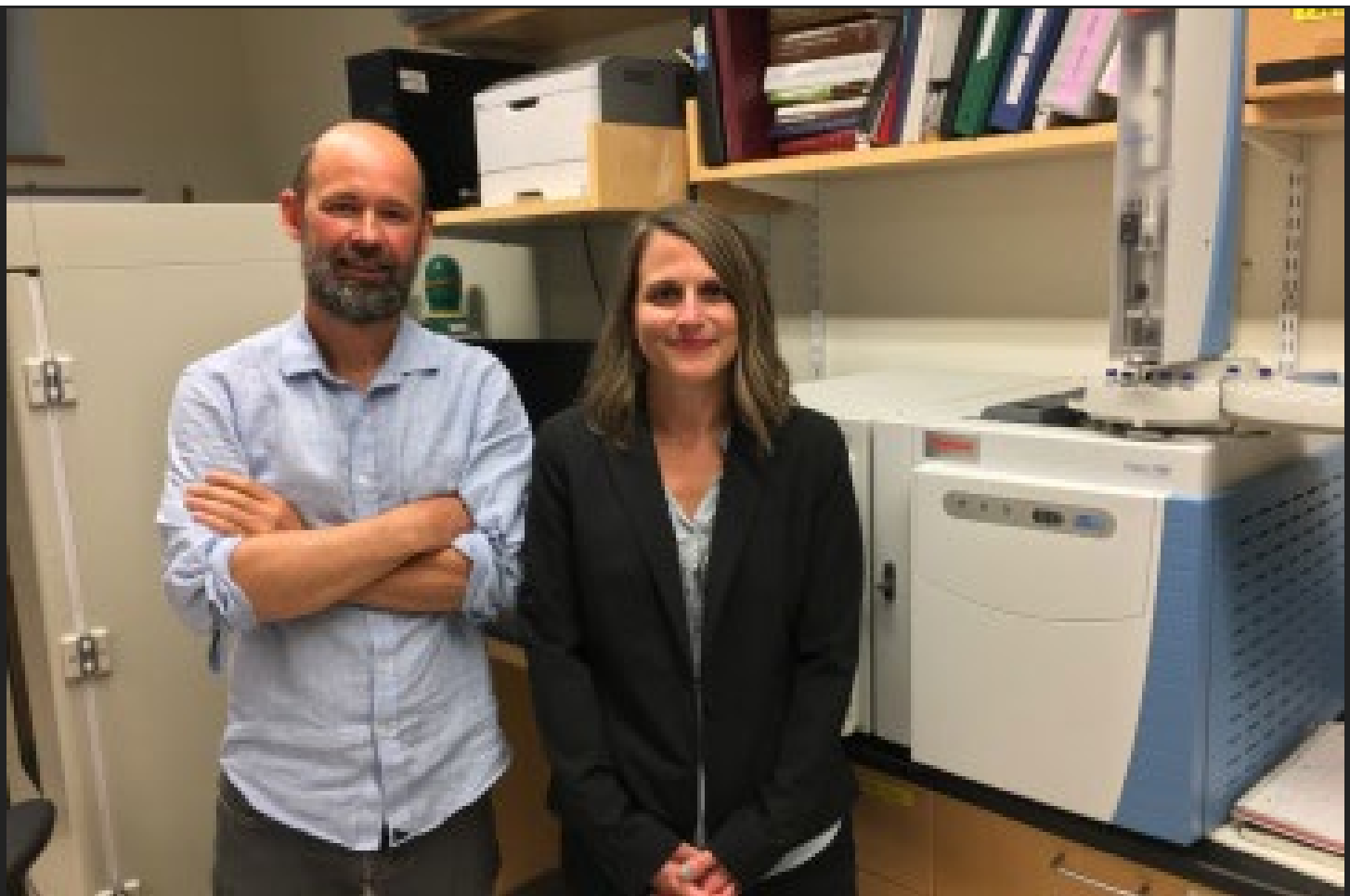
---



December 3, 2020 | PAUL POST

## Q&A with Geno Miller '17

---



September 17, 2021 | GRANTS AND CONTRACTS NEWS

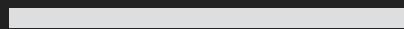
## UNH Scientists Receive \$1M to Support Critical Soil Sustainability Research

---



December 15, 2020 | PAUL POST

## Q&A with Tori Wyman '21



**University of New Hampshire**

UNH Today is produced for the UNH community and for friends of UNH.

The stories are written by the staff of **UNH Communications and Public Affairs**.

Email us: [unhtoday.editor@unh.edu](mailto:unhtoday.editor@unh.edu).

**MANAGE YOUR SUBSCRIPTION**  **CONTACT US**



UNH Today • UNH Main Directory: 603-862-1234  
Copyright © 2022 • TTY Users: 7-1-1 or 800-735-2964 (Relay NH)

[USNH Privacy Policies](#) • [USNH Terms of Use](#) • [ADA Acknowledgement](#)

