



CALL FOR PAPERS

COGNITIVE BIASES AND HEURISTICS IN THE NEW PRODUCT DEVELOPMENT PROCESS: A CALL FOR MORE EMPIRICAL EVIDENCE

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The New Product Development (NPD) process is a complex phenomenon involving decision-making under incomplete information and uncertain outcomes. Cognitive biases such as overconfidence, anchoring, planning fallacy, and sunk-cost fallacy can significantly impact decision-making in NPD processes, leading to suboptimal outcomes. Also, the reliance on heuristics can assist decision-makers, enabling quick and efficient decisions without extensive analysis. Identifying and mitigating cognitive biases and studying heuristics in the NPD process are key factors that can significantly impact the success of the NPD process. Further empirical research is necessary to better understand how cognitive biases and heuristics influence decision-making in the NPD process to foster a climate of innovation, favor the emergence of serendipity, and improve firm performance. Thus, authors are encouraged to submit original research papers (quantitative, qualitative, experimental), addressing missing empirical evidence on the topic of this call. Review papers are not encouraged for the present special issue.

Suggested topics are, but not limited to:

Strategies for mitigating cognitive biases in NPD decision-making processes.

Strategies for optimizing heuristics and improving NPD decision-making processes.

Team diversity and its impact on NPD decision-making processes.

Design methods and their role in human-centric NPD processes.

Digital technologies and their impact on NPD decision-making processes.

Fostering a culture of innovation, serendipity, and sustainable performance leveraging on cognitive biases and heuristics in NPD.

Please check the journal website for our extended Call for Papers

Submission Process:

Please prepare the manuscript according to IEEE-TEM's guidelines and submit it to the journal's Manuscript Central site (<https://mc.manuscriptcentral.com/tem-ieee>).

Special Issue launched in March 2023

Submission starts on the 1st of October 2023

Full papers submitted by 30th of December 2023