

ΕΡΕΥΝΗΤΙΚΑ ΣΕΜΙΝΑΡΙΑ ΤΟΥ ΤΜΗΜΑΤΟΣ ΜΑΡΚΕΤΙΝΓΚ & ΕΠΙΚΟΙΝΩΝΙΑΣ

Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας σας προσκαλεί σε ερευνητικό σεμινάριο, με εισηγητή τον Δρα. κ. Χρήστο Τσινόπουλο, Associate Professor of Operations & Project Management, στο Πανεπιστήμιο Durham του Ηνωμένου Βασιλείου.

Η εισήγηση του Δρα. Τσινόπουλου έχει τίτλο *“The Importance of R&D Investment and Exporting on New Product Development Output”* και θα λάβει χώρα την **Πέμπτη 2 Νοεμβρίου 2017** και ώρα **15:00-18:00** στην αίθουσα **609** (6ος όροφος, κτίριο Μεταπτυχιακών Προγραμμάτων Σπουδών του Οικονομικού Πανεπιστημίου Αθηνών, επί των οδών Ευελπίδων 47Α & Λευκάδος 33). Ακολουθεί περίληψη του σεμιναρίου και σύντομο βιογραφικό σημείωμα του προσκεκλημένου εισηγητή.

Τα ερευνητικά σεμινάρια του Τμήματος Μάρκετινγκ & Επικοινωνίας είναι ανοικτά και απευθύνονται σε μέλη ΔΕΠ και υποψήφιους διδάκτορες όλων των τμημάτων του ΟΠΑ (αλλά και άλλων Πανεπιστημίων), που ενδιαφέρονται να εξοικειωθούν με το αντικείμενο που παρουσιάζεται κάθε φορά.

Η Επιτροπή Διοργάνωσης Ερευνητικών Σεμιναρίων

Γεώργιος Μπάλας
Καθηγητής

Διονύσιος Σκαρμέας
Αναπληρωτής Καθηγητής

Παρασκευάς Αργουσιδης
Αναπληρωτής Καθηγητής

ΠΕΡΙΛΗΨΗ ΤΟΥ ΣΕΜΙΝΑΡΙΟΥ

Global competition requires organisations to invest in R&D and to develop ways of working with their export markets to continuously develop new products. Continuous investment in R&D, however, does not guarantee increased new product development output as costs may increase disproportionately and over systematisation of the innovation process could reduce creativity. Yet, involvement with exporting could help improve a firm's ability to learn and to work with external parties and as such could strengthen the relationship between R&D investment and NPD output. In this paper we combine arguments from the resource and knowledge based views to develop the above proposition, which we then test using data from the Annual Industrial Survey of the National Bureau of Statistics of China. First, our findings confirm that there is an inverted U-shaped relationship between R&D investment and NPD output. Second, they suggest that exporting, in terms of export intensity and export experience moderate this relationship. Specifically, export intensity help the firm increase its ability to convert R&D investment into NPD output. Similarly, export intensity enhances the positive effects of low levels of R&D investments on NPD output. Yet, and contrary to our expectations, at high levels of R&D investment, export experience makes a firm less able to improve their NPD output. We conclude by discussing the theoretical and practical implications of our findings.

ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ ΤΟΥ ΕΙΣΗΓΗΤΗ

Dr Tsinopoulos is the director of the centre for innovation and technology management at the Durham University Business School. He and his colleagues focus on the activities customers and suppliers employ to use data and integrate their processes to develop new products and processes. He works with practitioners, international scholars, and professional organisations to identify questions that are relevant, and apply rigorous methodological techniques to address them. His work, which has been exploring aspects of supply chain integration and how it can be affected by changes in international trade deals, such as Brexit, has been frequently quoted in the media has been influencing policy. He has been a member of the executive committee and a lead assessor of the Institution of Mechanical Engineers' Manufacturing Excellence awards, and has been a visiting scholar at Duke University Fuqua Business School. Dr Tsinopoulos has a PhD from the University of Warwick as well as Bachelor and Master degrees in Mechanical Engineering from the University of Sheffield. Previously, he has been a research fellow in new product development at the Warwick Manufacturing Group and a quality and maintenance engineer for copper and aluminium industries. He is a member of the editorial board of the Journal of Product and Innovation Management, and the Journal of Manufacturing and Technology Management.