



Journal of Product Innovation Management

Special Issue Call for Papers:

“Innovation in Emerging Economies”

Extended submission deadline: March 31, 2024

We will review papers as soon as they are received [Click [here](#) to submit your paper]!!

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Motivation for the Special Issue

Emerging economies have become fertile markets for innovation - both from necessity and from pent-up aspirations and creativity. As examples, thanks to significant growth in their GDPs, India and China have large segments of middle-class consumers with tremendous purchasing power and rising ambitions. Furthermore, emerging economies differ from developed markets on several fundamental dimensions such as culture, income distribution, and infrastructure. Therefore, innovations that take such contextual characteristics into account are more likely to be successful. For example, organizational cultures of domestic firms compared to multinationals provide diverse opportunities as well as challenges regarding approaches to innovation. Similarly, although India has a large population of about 1.4 billion, there are wide disparities in income distribution; also, a majority of the population lives in rural areas that can be hard to reach. This presents opportunities to innovate to surmount challenges with respect to developing affordable and accessible products and services. Similarly, opportunities to innovate and the approaches to innovation are likely to offer unique challenges in other emerging economies in Asia, Africa, Latin America, and the Middle East.

In emerging economies where the population skews toward “base of the pyramid” consumers, “frugal” innovations, i.e., innovations that are affordable, increase the odds of success. Given resource constraints, bricolage capabilities are relevant to developing such innovations. Besides frugal product innovations, succeeding in emerging economies requires innovations in other areas of marketing such as packaging, promotions, and distribution. For example, innovations in channel management and last mile delivery are necessitated by the poor infrastructure which makes it difficult to reach customers in rural areas. The academic study of such innovations has been sparse in leading journals.

Another area that merits increased research attention is “reverse innovation” wherein innovations developed in emerging economies are subsequently offered in developed economies. In fact, there

is evidence of such “reverse innovation” occurring in several sectors like agriculture, automotive, and health care. Three underlying drivers are likely to accelerate the rate of reverse innovation: technological leapfrogging, digital transformation, and environmental sustainability. As some emerging economies have skipped generations of technology, e.g., bypassing landline phones in favor of cell phones and smart phones, they can develop innovations that are not encumbered by legacy systems. In some instances, as consumers and firms push the boundaries, these innovations are technologically ahead of offerings in developed countries thus opening up opportunities for reverse innovation. Also, as digital transformation technologies expand geographical scope, e.g., global ordering and delivery via online platforms, local innovations can now be offered globally. Finally, innovations to improve environmental sustainability may find global market opportunities to benefit advanced economies as well as other emerging economies.

Collectively, these perspectives suggest that emerging economy innovation offers a rich and fertile area for greater scholarly inquiry. We aim to extend the scope of innovation attention given by scholars to developing economies and to focus intellectual attention to an emerging area of scholarly enquiry.

Specific Focus of the Special Issue (Suggested Research Topics and Issues):

For the purpose of this special issue, we define innovation broadly to encompass new product and service development and marketing innovations, digital transformation technologies that facilitate increased process efficiency and enhanced customer experiences.

Relevant contextual settings include sectors such as consumer products, financial services, food and agriculture, government, healthcare, industrial products, infrastructure, not-for-profit, retail, services, technology-based products, and so forth.

With respect to “emerging economies,” we include all countries categorized as “developing economies” by the U.N. (<https://www.un-ilibrary.org/content/books/9789210011839c008/read>).

We are primarily interested in research that examines new questions, investigates new phenomena, or uses new methods to expand what we know and makes a contribution to the field of emerging economy innovation based on theory building, empirical research or methodological advancements; the articles noted below are examples of such prior research.

The range of issues that may be studied is broad; they may be examined through diverse lenses such as management, marketing, organizational behavior, public policy, or strategic perspectives.

Accordingly, the following research issues are meant to be illustrative rather than exhaustive.

- Conceptual frameworks and research agendas as well as empirical studies related to frugal, sustainable, or reverse innovations.
- Determinants of innovation adoption, resistance, and diffusion in emerging markets.
- The role of organizational cultures in emerging economy innovation.
- Development of requisite organizational capabilities that address the critical technology and resource gaps needed for emerging economy innovation.
- The impact of digital transformation technologies on emerging economy innovation.

- Strategies and processes for “middle of the pyramid” innovations compared to those for “base of the pyramid” innovations.
- Strategic considerations involved in managing the tradeoffs between marketing and product innovations in emerging markets.
- The relevance of public policies and public-private partnerships in emerging market innovations.

Questions pertaining to the special issue should be directed to one of the editors: gathaide@loyola.edu, spraj@syr.edu, or jagdish.sheth@emory.edu.

Submission Deadlines and Anticipated Publication Timeline

Milestone	Date
Submission deadline	March 31, 2024
First round decisions	June 30, 2024
Mini-conference for authors with invited revisions (hybrid)	Sept. – Oct., 2024
Revision due	December 31, 2024
Second round decisions	March 31, 2025
Second revision due	June 30, 2025
Final editorial decisions	August 31, 2025
Anticipated publication	Winter 2025

Illustrative Articles:

Arunachalam, S., S. C. Bahadir, S. G. Bharadwaj, and R. Guesalaga (2020), “New Product Introductions for Low-Income Consumers in Emerging Markets,” *Journal of the Academy of Marketing Science*, 48(5), 914-940.

Giannetti, Verdiana and Gaia Rubera (2020), “Innovation for and from emerging countries: a closer look at the antecedents of trickle-down and reverse innovation,” *Journal of the Academy of Marketing Science*, 48(5), 987-1008.

Holger Ernst, Hanna Nari Kahle, Anna Dubiel, Jaideep Prabhu, and Mohan Subramaniam (2015), “The Antecedents and Consequences of Affordable Value Innovations for Emerging Markets,” *Journal of Product Innovation Management*, 32(1), 65–79.

Peerally, Jahan Ara, Fernando Santiago, Claudia De Fuentes, and Sedigheh Moghavvemi (2022), “Towards a firm-level technological capability framework to endorse and actualize the Fourth Industrial Revolution in developing countries,” *Research Policy*, 51(10), 104563.

Peng, Mike W. (2003), “Institutional transitions and strategic choices,” *Academy of Management Review*, 28(2), 275-296.

Shankar, Venkatesh and Unnati Narang (2020), “Emerging Market Innovation: Unique and Differential Drivers, Practitioners Implications, and Research Agenda,” *Journal of the Academy of Marketing Science*, 48(5), 1030-1052.

Venugopal, Srinivas and Madhubalan Viswanathan (2019), “Implementation of Social Innovations in Subsistence Marketplaces: A Facilitated Institutional Change Process Model,” *Journal of Product Innovation Management*, 36(6), 800-823.

Zhao, Jie, Yuan Li, and Yi Liu (2016), “Organizational learning, managerial ties, and radical innovation: Evidence from an emerging economy,” *IEEE Transactions on Engineering Management*, 63(4), 489-499.

Guest Editors Bios:

Gerard A. Athaide is Professor of Marketing in the Sellinger School of Business at Loyola University Maryland and a Research Fellow at the Snyder Innovation Management Center at Syracuse University. Dr. Athaide’s research interests focus on innovation management, digital transformation, and new product development. His work has appeared in the *Journal of Product Innovation Management*, *Journal of Business Research*, *Marketing Letters*, and other publications. Dr. Athaide earned master’s and doctoral degrees in marketing from Syracuse University.

S. P. Raj is Distinguished Professor of Marketing and Director of the Snyder Innovation Management Center at the Whitman School of Management at Syracuse University. He has previously served as interim dean and as senior associate dean for the school. He was also a tenured full professor of marketing at Cornell University and a visiting faculty at the Kellogg School in Northwestern University. Dr. Raj’s research on marketing strategies, their influence on customer behavior, and managing new product development and innovation is cited extensively. His work has been recognized with prestigious awards such as the John D.C. Little Award by the Institute for Management Sciences, finalist for the William F. O'Dell Award by the Journal of Marketing Research, the Donald R. Lehmann Award by the AMA and many Best Paper awards in conferences. He has published in leading journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and the *Journal of Product Innovation Management*. Dr. Raj earned a bachelor’s degree with distinction in electronics engineering from the Indian Institute of Technology, Madras, and master’s and doctoral degrees in industrial administration from Carnegie-Mellon University.

Jagdish N. Sheth is Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University. He is globally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Over 50 years of experience in teaching and research at University of Southern California, University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory. Dr. Sheth is a recipient of the 2020 Padma Bhushan Award for literature and education, one of the highest civilian awards given by the Government of India. He is a Fellow of the Academy of International Business (AIB); the Association of Consumer Research (ACR); the American Psychological Association (APA); and the American Marketing Association (AMA). He is a Distinguished Fellow of the Academy of Marketing Science (AMS) and the International Engineering Consortium. He is the recipient of all four top awards given by the American Marketing Association (AMA). Additionally, he

received the Global Innovation Award and Marion Creekmore Award, both from Emory University. Dr. Sheth has been advisor to numerous corporations all over the world. He has authored or coauthored more than 350 papers and numerous books. He is the Founder of Center for Telecommunications Management (CTM) at University of Southern California (USC), Founder and Chairman of India, China, and America (ICA) Institute which analyzes the trilateral relationship and its impact on geopolitics, security, trade, and investment, and the Founder and Chairman of the Academy of Indian Marketing (AIM) which supports research and scholarship among Indian scholars in marketing and management.