Journal of Product Innovation Management

WILEY | pdma Connecting Innovators Worldwide

EDITORIAL

The 2024 PDMA Doctoral Consortium: Discerning Avenues for Broadening and Enhancing Innovation Scholarship and Community Building

S. P. Raj[1] | Gerard A. Athaide[2,3]

[1]Snyder Innovation Management Center, Department of Marketing, Whitman School of Management, Syracuse University, Syracuse, New York, USA | [2]Loyola University Maryland, Baltimore, Maryland, USA | [3]Snyder Innovation Management Center Research Fellow, Department of Marketing, Whitman School of Management, Syracuse University, Syracuse, New York, USA

Correspondence: S. P. Raj (spraj@syr.edu)

Received: 4 November 2025 | **Accepted:** 5 November 2025

Keywords: innovation strategy | process | user/customer/marketing research

1 | Introduction

The sixth Product Development and Management Association (PDMA) Doctoral Consortium was hosted by the Snyder Innovation Management Center (https://snyder.syracuse.edu/) in the Whitman School of Management at Syracuse University. Twenty-four Faculty Fellows and 24 Doctoral Student Fellows participated in the consortium (Tables 1 and 2), which was held from July 30 to August 2, 2024. They hailed from 33 universities across 10 countries including Canada, Finland, Germany, India, the Netherlands, Sweden, and the U.S. The consortium provided a forum for emerging scholars and established thought leaders to engage in innovation-related conversations in a constructive learning community (Figure 1).

Consistent with the goals for PDMA Doctoral Consortia (see Noble and Spanjol 2020), this consortium aimed to (1) provide guidance and mentorship to the consortium student fellows on their dissertation research, (2) facilitate networking and community building among the consortium attendees, that is, student and faculty fellows, (3) suggest avenues for broadening the scope of innovation research beyond new product development (NPD), (4) enhance the impact of innovation scholarship by highlighting emerging methodologies and tools, (5) showcase effective pedagogical approaches to inspire the next generation of innovation practitioners and scholars, and (6) provide long-term career guidance. This guest editorial co-authored by the organizers and host of the 2024 PDMA Doctoral Consortium, synthesizes key insights and implications from the consortium with respect to these aims.

2 | Context

The PDMA Doctoral Consortium is typically held every other year at an academic institution that is noted for scholarly excellence in the field of innovation management. The Snyder Center's selection as host had special significance because it was celebrating its 30th anniversary; also, the Center's first Director, Professor David Wilemon, was one of the three founders of PDMA as well as its 3rd President (Supporting Information S1). The Center's selection reflected the sustained and important contributions made by its faculty, alumni, and students to the study of NPD and innovation management (see Gupta et al. 1986; https://snyder.syracuse.edu/representative-publications-by-snyder-faculty-alumni-and-students/). The consortium sought to ensure that each student fellow received personalized guidance and mentorship. As such, selection was intentionally limited to 24 student fellows. They were welcomed by Professor Robert Cooper, pioneer of the Stage-Gate process for NPD, who was also the author of the first article published in the inaugural issue of the *Journal of Product Innovation Management* (JPIM) in 1984 (Cooper 1984).

To nurture and elevate the students' research, the consortium included sessions where the students presented and received

TABLE 1 | 2024 PDMA doctoral consortium faculty fellows.

Faculty	Institution	Consortium role	Illustrative academic community involvement at the time of the consortium
Gerard Athaide	Loyola University Maryland	Panel Discussant	JPIM Editorial Review Board Snyder Center Research Fellow
Gloria Barczak	Northeastern University (emeritus)	Session Presenter	JPIM Co-Editor-in-Chief
Barry Bayus	University of North Carolina Chapel Hill	Panel Discussant	JPIM Co-Editor
Neeraj Bharadwaj	University of Tennessee Knoxville	Panel Discussant	JPIM Editorial Review Board
Jon Bohlmann	North Carolina State University Raleigh	Panel Discussant	JPIM Associate Editor
Deepa Chandrasekaran	The University of Texas at San Antonio	Panel Discussant	JPIM Editorial Review Board
Luigi M. De Luca	Cardiff Business School	Session Presenter, Panel Discussant	JPIM Incoming Co-Editor-in-Chief
Peter Golder	Dartmouth College	Panel Discussant	JPIM Co-Editor
Abbie Griffin	University of Utah (emeritus)	Session Presenter	JPIM Former Editor-in-Chief
Anand Kumar Jaiswal	Indian Institute of Management Ahmedabad	Session Presenter	JPIM Editorial Review Board
Ajay Kohli	Georgia Institute of Technology	Workshop Leader	Former Journal of Marketing Editor-in-Chief
Ravi Mehta	University of Illinois Urbana Champaign	Panel Discussant	JPIM Editorial Review Board
Charles Noble	University of Tennessee Knoxville	Panel Discussant	Former JPIM Co-Editor-in-Chief, Journal of the Academy of Marketing Science Co-Editor-in-Chief
Frank Piller	RWTH Aachen University	Panel Discussant	JPIM Editorial Review Board
S.P. Raj	Syracuse University	Organizer/Host	Director, Snyder Innovation Management Center
Aric Rindfleisch	University of Illinois Urbana Champaign	Panel Discussant	JPIM Associate Editor
K. Sivakumar	Lehigh University	Session Presenter	JPIM Editorial Review Board
Rebecca Slotegraaf	Indiana University	Panel Discussant	Journal of Marketing Co-Editor
Alina Sorescu	Texas A&M University	Session Presenter	Former International Journal of Research in Marketing Co-editor
Jelena Spanjol	Ludwig-Maximilians-Universität (LMU) München	Session Presenter, Panel Discussant	JPIM Co-Editor-in-Chief, JPIM Advisory Board
Michael Stanko	North Carolina State University Raleigh	Panel Discussant	JPIM Associate Editor
Artem Timoshenko	Northwestern University	Panel Discussant	Marketing Science Editorial Review Board
Rajan Varadarajan	Texas A&M University	Session Presenter	Former Editor-in-Chief Journal of Marketing
Haisu Zhang	New Jersey Institute of Technology	Panel Discussant	JPIM Editorial Review Board

TABLE 2 | 2024 PDMA doctoral consortium students.

Chukwuma Asuzu	University of Toronto, Canada
Sakshi Sanjay Babar	University of Georgia
Mahak Bisen	Indian Institute of Technology Madras, India
Xiaoying Feng	Syracuse University
Karl Wieland Freyer	RWTH Aachen University, Germany
Lesman Ghazaryan	Grenoble School of Management, France
Nina Hartmann	Radboud University, Netherlands
Jaihyun Jeon	Syracuse University
Elizaveta Johansson	Luleå University of Technology, Sweden
Angeliki Kalogeraki	University of Mannheim, Germany
Ali Kozehgaran	Syracuse University
Jan-Marco Nepute	RWTH Aachen University, Germany
Pranjal Pachpore	XLRI—Xavier School of Management, India
Soo Hyung "Ralph" Park	Texas A&M University
Arabella Pollack	Erasmus University, Netherlands
Manoella Antonieta Ramos	Halmstad University, Sweden
Alexander Redlich	RWTH Aachen University, Germany
Georg Schiffner	RWTH Aachen University, Germany
Min Shuai	UC Louvain, Belgium
Carlos Siri	University of North Carolina Chapel Hill
Ekaterina Sofroneeva	University of Vaasa, Finland
Hanyang Wang	Indiana University, USA
Hanif Widyanto	Radboud University, Netherlands
Chi Zhang	Texas A&M University, USA

feedback on their dissertation work. The dissertations encompassed several different facets of innovation management including Consumer Behavior and Decision-Making, Digital Technologies and Artificial Intelligence, Open Innovation and Crowdsourcing, Innovation Ecosystems and Collaborative Value Creation, Strategic Decision-Making and Organizational Learning, and Sustainability and Social Responsibility. The students were organized into groups of four; each group presented their work to four faculty fellows who offered advice and suggestions. Besides providing constructive suggestions, the faculty also assessed the dissertation presentations to determine the Best Dissertation Proposal. Arabella Pollack from Erasmus University, Netherlands was judged to be the winner and Chi Zhang from Texas A&M University, USA was selected as the runner-up (Supporting Information S2). This honor entitled them to research support and an opportunity to present their work at the 2024 JPIM Research Forum held in St Louis.

The consortium also featured faculty sessions that focused on the future of innovation management research, innovation management education, career management, and the JPIM community (Figure 2). In addition, the consortium included informal networking opportunities, social events, and company tours to build a global "community of learning" (Figure 3). We reflect on insights from the faculty sessions next.

3 | Reflections

To provide guidance regarding useful future avenues for innovation research, the consortium focused on suggesting avenues for broadening the scope of innovation research and enhancing the impact of innovation scholarship (https://snyder.syracuse.edu/consortium-sessions/). Sessions on broadening the scope centered on two themes: (1) Innovation 2030: Future Directions in Innovation Research and (2) Lenses and Contexts for Extending Innovation Research. The sessions on impact encompassed four themes: (1) Developing a research paper/building a thematic research agenda, (2) Data and new research ideas, (3) Emerging technologies and tools in innovation research, and (4) Theory building. We elaborate on each of these themes next; their research implications are synthesized in Table 3.

FIGURE 1 | 2024 PDMA doctoral consortium participants.

3.1 | Broadening the Scope of Innovation Research

3.1.1 | Innovation 2030: Future Directions in Innovation Research

Complementing Spanjol et al.'s (2024) essay on the future of innovation research, perspectives on needed future directions in innovation research encompassed (a) expanding the research focus beyond its current product-centric emphasis, (b) incorporating "better world" considerations in innovation research, and (c) recognizing the disruptive potential of artificial intelligence (AI) for innovation scholarship. Innovation scholarship can be enriched by focusing on the broad domain of innovation management rather than just NPD. Areas that merit greater research attention include service innovation (e.g., innovations that enhance customer experience) and marketing-related innovation (e.g., packaging or price innovation).

Relatedly, it is important to incorporate "big problems" and "better world" considerations in innovation research (see Dahl et al. 2025). The study of innovations that prioritize sustainability and the environment would be a good example. Such studies could incorporate demand as well as supply side perspectives. From a demand side perspective, there is evidence that the environment is a top priority for Gen Z and Gen Alpha and is reflected in behaviors such as climate quitting and boycotts. From a supply side viewpoint, an ecosystem approach to innovation merits greater research attention (e.g., the relationship between charging station providers and electric vehicle developers in facilitating diffusion).

The disruptive potential of AI requires innovation scholars to answer a provocative question: *What is your relationship with AI?* In the current "knowledge economy," AI is a tool that can enhance "how" innovation scholars research by enabling a transition from knowledge creation to knowledge curation. Therefore, innovation scholars should be proactive users of AI and expand, test, and select the best ideas to pursue, as well as anticipate a future where AI will augment and redefine the process through which (innovation) research is ideated, produced, and disseminated, and potentially disrupt the traditional publication landscape and business model.

3.1.2 | Lenses and Contexts for Extending Innovation Research

Important insights with respect to lenses and contexts that can help extend innovation research included (a) the need to balance expanded scope with conceptual clarity and (b) the opportunities afforded by emerging economies for new theory generation. Studying innovation through novel substantive, theoretical,

FIGURE 2 | 2024 PDMA doctoral consortium faculty participants.

methodological, and contextual lenses can broaden its scope. However, to avoid conceptual confusion, this expansion of scope must be balanced by a unifying definitional framework (Varadarajan 2024). A potential starting point for this endeavor is to consistently define the various types of innovation in terms of three components: idea, outcome, and value creation.

Also, while innovation in emerging economies has not received as much attention as innovation in developed economies, it can provide novel theoretical insights. For example, the study of frugal and reverse innovations can provide pertinent theoretical frameworks for developing innovations in developed economies (Malodia et al. 2020).

FIGURE 3 | Networking and community building.

3.2 | Enhancing the Impact of Innovation Scholarship

3.2.1 | Developing a Research Paper and Building a Thematic Research Agenda

For doctoral students at the outset of their journey as innovation scholars, guidance regarding developing a research paper and a thematic research agenda is critical. Accordingly, this consortium theme focused on providing a "deep dive" into the "must-haves" for impactful research. With respect to developing a successful research paper, the most important element is a great topic, that is, a topic that is interesting, novel, and actionable. This requires that the answers to the paper's research question(s) are not known and not obvious. Further, relevant stakeholders should care about the results and change their behaviors as a result of the study's findings. But while a great topic is necessary, it is not a sufficient predictor of a paper's success (De Luca et al. 2025a). Besides a great topic, what is also important is collecting the right data and using the appropriate methodology to test the paper's claims. "Right" data collection requires using credible variables as proxies confirming that the data has face validity, and gathering enough data to ensure the desired statistical power is reached is important. For quantitative researchers, using the appropriate methodology refers to making sure that effects can be isolated, and that alternative mechanisms and endogeneity can be ruled out when making causal claims. Finally, a good paper is characterized by compelling story telling; assessing stakeholder excitement with the paper, getting feedback from colleagues, and using a professional copy editor are helpful in writing with clarity, persuasion and effectiveness.

A thematic research agenda helps to create a positive impact and build one's reputation in the field of study. The three Ps of programmatic research include passion, that is, will I enjoy this

TABLE 3 | Broadening the scope of innovation research and enhancing its impact: Research implications.

Consortium aims/themes	Presenters	Key topics
Broadening the scope of innovation research		
Innovation 2030: Future directions in innovation research	Charles Noble, Aric Rindfleisch, Rebecca Slotegraaf	• What are the appropriate processes, strategies, and structures for (a) service innovations, and (b) marketing innovations as compared to product innovations? • How will environmental/sustainability considerations shape and guide innovation research? • How will AI transform innovation research?
Lenses and contexts for extending innovation research	Anand Jaiswal, Rajan Varadarajan	• What are some (a) substantive, (b) theoretical, (c) methodological, and (d) contextual lenses that merit greater attention in innovation research? • How can scholars broaden the scope of innovation research without sacrificing rigor? • How do innovation practices differ across global contexts? • What are the distinctive practices of successful innovators in emerging economies?
Enhancing the impact of innovation scholarship		
Developing a research paper/building a thematic research agenda	K. Sivakumar, Alina Sorescu	• What are interesting, novel, and actionable topics that require research attention? • What are appropriate data collection and analysis approaches to study these topics? • What are potential research topics that lend themselves to a programmatic research agenda?
Data and new research ideas	Jonathan Bohlmann, Peter Golder, Ravi Mehta	• What are some innovation phenomena that lend themselves to an "empirics-first" approach? • How can innovation scholars use design thinking principles to guide their research? • What processes are appropriate for integrating "non-working" data with relevant literature to generate novel research insights?
Emerging methodologies and tools in innovation research	Neeraj Bharadwaj, Frank Piller, Artem Timoshenko	• How will emerging digital transformation technologies (e.g., AI) challenge the practice of innovation and NPD? • What are innovative methodologies to gain deeper understanding of marketing phenomena? • How can new methodologies enable innovation scholars to cope with the flood of digital data?
Theory building	Ajay Kohli	• What are some innovation phenomena that require added theory development? • What are appropriate methodologies to test and validate these theories?

TABLE 4 | Innovation management education and career guidance: implications.

Consortium aims	Presenters	Key topics
Innovation management education		
Inspiring students to the study and practice of innovation and new product development	Gerard Athaide, Barry Bayus, Michael Stanko	• Empower students through transparency • Experiential learning is a differentiator • Cross-disciplinary perspectives help mirror real-world innovation environments
Career guidance for early-stage innovation scholars		
Providing the student fellows with long-term career guidance	Deepa Chandrasekaran, Luigi De Luca, Jelena Spanjol, Haisu Zhang	• Prioritize a supportive environment when evaluating initial job opportunities • A thematic research agenda is important but so is recognizing when to transition to a more pertinent research topic • Networking is essential to building networks that facilitate career advancement. • Be mindful of work-life balance • Be cognizant of global academic opportunities

research stream?; proficiency, that is, can I do it?; and promise, that is, can I have impact? Writing conceptual papers is one useful route to creating impact because they provide value by developing new theory, combining major theories to provide new insights, and exploring boundary conditions when using a theory. In addition, impactful research focuses on important and interesting phenomena, addresses crucial gaps in extant literature, and alters the thinking and practice of managers and/or policy makers.

3.2.2 | Data and New Research Ideas

The current profusion of data as a source and impetus for innovation research motivated a session that focused on data and new research ideas. An important insight concerned the relevance of an "empirics-first (EF)" approach to knowledge generation (see Golder et al. 2023). An EF approach facilitates "discovery-oriented" research that has higher relevance for real-world applications. It begins with a real-world phenomenon that is often messy, ill-defined, and lacks a clear theoretical framework. But since an EF approach may be regarded as "less scientific" by reviewers, Golder et al. (2023) offer a checklist to help researchers decide if a project is appropriate for an empirics-first approach.

Another thought-provoking insight was the assertion that researchers are "designers." Consequently, adopting design thinking's iterative approach, being exploration minded, and constantly asking "why" would help the students become better researchers (see Bohlmann and McCreery 2015). Finally, students learned that "non-working" data, that is, data that does not yield expected results, should push researchers to pursue a more nuanced understanding of the phenomenon rather than abandoning their study; this can lead to new ideas, with richer theoretical implications and have higher practical relevance (see Xu and Mehta 2022).

3.2.3 | Emerging Methodologies and Tools in Innovation Research

Recently, emerging technologies have transformed the methodology and practice of innovation research (see Athaide et al. 2025). The consortium sought to expose the student fellows to innovative applications of emerging technologies such as AI and machine learning. As a case in point, the use of machine learning to analyze how livestream salespeople's facial expressions influence sales (see Bharadwaj et al. 2022). This example led to an insightful discussion of how machine learning is ideal for processing large volumes of unstructured data and extracting richer, more granular insights.

Relatedly, machine-learning methods can also improve the efficiency of identifying customer needs from user-generated content (UGC). Although UGC is useful for identifying customer needs, it can contain a large amount of noninformative and repetitive content. In such situations, machine learning can help select relevant content for efficient review (see Timoshenko and Hauser 2019).

Besides methodology, emerging technologies such as AI are also transforming the practice of innovation. For example, Generative AI can augment human creativity in brainstorming sessions (see Bouschery et al. 2023; Lehmann et al. 2025; Pescher and Tellis 2025). Collectively, emerging technologies afford rich opportunities to focus on research questions addressing the automation, augmentation, opportunities and threats emerging from human–AI interactions during the innovation process.

3.2.4 | Theory Building

To complement the session on an "empirics-first" approach to research, the consortium featured a theory building workshop. An important contextual insight is understanding that a theory predicts "*what* (antecedents) causes *what* (consequences), and *why* (explanatory mechanisms)." Since theories help explain, predict, and control phenomena, they need to have three components: constructs and their definitions, propositions that link the constructs, and arguments that justify the propositions. Also, impactful theories are interesting, that is, non-obvious and useful; broad, that is, applicable in many settings; and elegant, that is, simple yet memorable. Students walked through the theory construction process and learned how to build theoretical arguments (e.g., main effect propositions vs. moderating effect propositions) thereby realizing that theory construction requires creativity as well as criticality, that is, right and left brain thinking.

3.3 | Innovation Management Education

In 1977, just a year after the founding of the PDMA, Professor Thomas Hustad curated PDMA's first special publication, a survey of faculty approaches to teaching NPD and management (Hustad 1977). With foresight, this publication reflected recognition of teaching excellence as a necessary precursor for inspiring students to the practice and study of innovation and NPD. Effective pedagogical approaches to innovation and NPD ensure the vitality of the field by building a foundation of future innovators as well as developing the future professoriate. Echoing this wisdom, the consortium featured a session devoted to teaching excellence, which featured several examples of best practices in innovation management education (Table 4).

The critical insights that emerged from this session included (a) the importance of student empowerment through transparency, (b) the relevance of experiential learning as a differentiator, and (c) the significance of cross-disciplinary perspectives for teaching excellence. As a useful starting point, balancing student empowerment with accountability facilitates teaching excellence. Empowerment is a function of providing students with all the resources needed to succeed such as assignment guidelines and assessment rubrics, content aids, and study guides. Accountability, in turn, comes from grading standards that adhere to the assessment rubrics.

The importance of experiential learning for teaching success is underscored by the adage: *What I hear, I forget, what I see, I remember, and what I do, I understand*. Compared with lecture-heavy formats, hands-on activities combined with structured reflections and learnings which are shared with classmates create richer learning experiences. Similarly, having students engage in innovation projects that address real-world challenges (and frustrations) provides authentic problem-solving contexts and helps demonstrate that they *all* have a creative side.

Finally, incorporating cross-disciplinary insights helps mirror real-world innovation environments. As an example, an "advanced analog" approach, that is, learning from people who faced tremendous challenges and how they solved those challenges, compels students to learn from diverse fields which enriches innovation thinking. To sum, PDMA's 1977 recognition that teaching excellence is foundational remains relevant; thus, disseminating best practices can elevate pedagogical approaches across institutions.

3.4 | Career Guidance for Early-Stage Innovation Scholars

To provide the student fellows with long-term career guidance the consortium included a session that focused on managing academic life (Table 4). The key insights and implications that emerged revolved around (a) career foundation, (b) research strategy, (c) network building, (d) time management, and (e) global mobility. With respect to career foundation, while one's first job is not likely to be the last one, early career environments shape long-term trajectories. The implication is that early-stage academics should prioritize institutional support and mentorship when evaluating initial positions because a nurturing first job can provide the scaffolding for sustained productivity and a healthy work-life balance. In terms of research strategy, it is important to balance consistency with adaptability. While a thematic research agenda is important, so is recognizing when to transition to a more pertinent research topic. The implication is that rigid adherence to outdated research agendas can be as detrimental as unfocused productivity. Similarly, regular conference attendance is essential to building networks that facilitate career advancement. Networking should be treated as a deliberate, ongoing practice because it facilitates collaboration-based opportunities. Regarding time management, learning to say "no" acknowledges a critical but often unspoken academic skill: protecting one's capacity. This suggests that early-stage faculty can face disproportionate demands on their time and that career sustainability requires intentional boundary setting. Relatedly, it is important to be mindful of work-life balance because emphasizing productivity while ignoring well-being is ultimately self-defeating. Finally, today's global environment requires attention to transnational differences in academic systems. An important implication is to make informed international career moves by using short-term opportunities (e.g., 6-month teaching opportunities) that enable strategic reconnaissance rather than blind leaps.

3.5 | JPIM and Its Community

To provide context on JPIM's evolution and future direction, past, current, and incoming JPIM editors shared insights that traced the journal's path to becoming a preeminent outlet for innovation research. Beyond a consistent vision, the journal's success across multiple editorships can be attributed to its (a) managerial relevance coupled with methodological rigor, (b) multidisciplinary perspectives, (c) ongoing innovations in new article formats, and (d) increased emphasis on addressing big societal challenges.

JPIM has continually emphasized high-quality research that bridges managerial impact with academic rigor (De Luca

et al. 2025b). This positioning has clear implications for aspiring innovation scholars: focus on research that offers theoretical contributions as well as actionable insights for practitioners. In addition, as envisioned in the journal's inaugural editorial by Little (1984), JPIM has stayed true to its founding principles of being a multidisciplinary journal. Critical to this embracing of interdisciplinary perspectives is a recognition that addressing innovation problems requires holistic approaches. In particular, insights from diverse fields such as design, management, marketing, and technology are well suited to the study of innovation best practices. Besides welcoming multidisciplinary viewpoints, JPIM has also focused on innovations in format. Catalyst articles, that is, short, timely, and provocative articles intended to spark discussion and debate and special issues devoted to cutting-edge topics such as design thinking and digital transformation present opportunities for agile responses to research topics that warrant urgent attention (Gemser et al. 2025). Finally, consistent with JPIM's ongoing evolution is its increased emphasis on research that addresses "big societal challenges" such as climate change, health, and poverty (De Luca et al. 2025b). This suggests that innovation scholars should focus on "consequential" research questions that will enable companies, communities, ecosystems, and policy makers to manage innovation better.

De Luca et al. (2025b) note that a journal's quality echoes the excellence of the community that constitutes it. Table 1 provides evidence of the community aspect of JPIM; it shows that the consortium faculty fellows are actively engaged in several different ways in PDMA/JPIM as well as other academic journals which indicates PDMA's import in facilitating discourse between diverse academic disciplines. And promisingly, for the future of the JPIM community, over half of the student fellows were based outside North America thus indicating PDMA's global reach (Table 2). These emerging scholars can avail themselves of community building opportunities such as the JPIM Reviewer Development Program. In addition to the benefit of mentorship from an expert reviewer, the program can elevate the scholars' own research through a first-hand look at the process by which the value of new scholarly knowledge is created and assessed.

4 | Conclusion

The PDMA Doctoral Consortia aim to enhance the development of the next generation of innovation scholars. Noble and Spanjol (2020) point out that successful consortia are characterized by a constructive atmosphere where established scholars provide "high-quality" guidance by taking a "roll up the sleeve" approach to helping doctoral students with their research. The consortia are enveloped in a collaborative setting that seeks to build and nurture a community of innovation scholars. The Snyder Innovation Management Center at Syracuse University sought to provide such an experience in developing and hosting the 2024 PDMA Doctoral Consortium. By providing doctoral students with an opportunity to receive guidance on their research, to listen to established scholars provide research, teaching, and career advice, to participate in a hands-on workshop, and to network with other participants, it provided insights on broadening and enhancing innovation scholarship and facilitated community building among innovation scholars. After all, as Professor Spanjol reminded the students, research is a "human endeavor" and JPIM is and always has been—a community.

Acknowledgments

The 2024 PDMA Doctoral Consortium owes a debt of gratitude to the following individuals for their assistance and support during the planning and implementation of the consortium. Professor Jelena Spanjol encouraged us to write this article. Mike Haynie, Vice Chancellor for Strategic Initiatives and Innovation and Executive Dean of the Martin J. Whitman School of Management offered wholehearted support and provided a venue for the consortium (Supporting Information S3). Whitman's marketing faculty, Amiya Basu, Scott Fay, Minjung Kwon, Eunkyu Lee, Hyoryung Nam, Liangbin Yang, and Guiyang Xiong moderated the consortium sessions. Elizabeth Holloway provided logistical and operational support while Whitman's doctoral students in Marketing, Xiaoying Feng, Jaihyun Jeon, Ali Kozehgaran, Xiaobo Lin, and Saman Modiri assisted with the myriad day-to-day tasks during the consortium. Whitman MS in Marketing student, Tutswee Parekhji, helped with several administrative tasks associated with consortium planning. And, last but not least, we thank the faculty and student fellows, for their dedicated commitment to the consortium and the JPIM community.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

Data sharing not applicable to this article as no datasets were generated or analysed during the current study.

References

Athaide, G. A., J. Jeon, S. P. Raj, K. Sivakumar, and G. Xiong. 2025. "Marketing Innovations and Digital Technologies: A Systematic Review, Proposed Framework, and Future Research Agenda." *Journal of Product Innovation Management* 42, no. 1: 144–165.

Bharadwaj, N., M. Ballings, P. A. Naik, M. Moore, and M. M. Arat. 2022. "A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays." *Journal of Marketing* 86, no. 1: 27–47.

Bohlmann, J., and J. McCreery. 2015. "Customer Experience Mapping: The Springboard to Innovative Solutions." In *Design Thinking: New Product Development Essentials From the PDMA*, edited by M. G. Luchs, K. S. Swan, and A. Griffin, 41–58. WILEY.

Bouschery, S. G., V. Blazevic, and F. T. Piller. 2023. "Augmenting Human Innovation Teams with Artificial Intelligence: Exploring Transformer-Based Language Models." *Journal of Product Innovation Management* 40, no. 2: 139–153.

Cooper, R. G. 1984. "How New Product Strategies Impact on Performance." *Journal of Product Innovation Management* 1, no. 1: 5–18.

Dahl, D. W., C. H. Noble, M. Schreier, and O. Toubia. 2025. "Better Innovation for a Better World." *Journal of Marketing* 89, no. 6: 100–118.

De Luca, L. M., G. Gemser, M. Kumar, and R. Lee. 2025a. "Preparing a Successful Submission for JPIM." *Journal of Product Innovation Management* 42, no. 3: 471–474.

De Luca, L. M., G. Gemser, M. Kumar, and R. Lee. 2025b. "Opening Thoughts From the New Editors." *Journal of Product Innovation Management* 42, no. 1: 3–8.

Gemser, G., L. De Luca, M. Kumar, and R. Lee. 2025. "From the Editors: Looking Forward and Looking Back: Guidelines for the Catalyst and Review Articles in JPIM." *Journal of Product Innovation Management* 42, no. 5: 791–793.

Golder, P. N., M. G. Dekimpe, J. T. An, H. J. Van Heerde, D. S. U. Kim, and J. W. Alba. 2023. "Learning From Data: An Empirics-First Approach to Relevant Knowledge Generation." *Journal of Marketing* 87, no. 3: 319–336.

Gupta, A. K., S. P. Raj, and D. Wilemon. 1986. "A Model for Studying R&D–Marketing Interface in the Product Innovation Process." *Journal of Marketing* 50, no. 2: 7–17.

Hustad, T. P. 1977. *Approaches to the Teaching of Product Development and Innovation*. Product Development and Management Association.

Lehmann, S. L., J. Dahlke, V. Pianta, and B. Ebersberger. 2025. "Artificial Intelligence and Corporate Ideation Systems." *Journal of Product Innovation Management*.

Little, B. 1984. "The Dawn of a New Journal." *Journal of Product Innovation Management* 1: 1–2.

Malodia, S., S. Gupta, and A. K. Jaiswal. 2020. "Reverse Innovation: A Conceptual Framework." *Journal of the Academy of Marketing Science* 48, no. 5: 1009–1029.

Noble, C. H., and J. Spanjol. 2020. "From the Editors: Reflecting on the Value of a Doctoral Consortium." *Journal of Product Innovation Management* 37, no. 2: 120–125.

Pescher, C., and G. J. Tellis. 2025. "The Role of Artificial Intelligence in the Ideation Process." *Journal of Product Innovation Management* 42: 958–982.

Spanjol, J., C. H. Noble, M. Baer, et al. 2024. "Fueling Innovation Management Research: Future Directions and Five Forward-Looking Paths." *Journal of Product Innovation Management* 41, no. 5: 893–948.

Timoshenko, A., and J. R. Hauser. 2019. "Identifying Customer Needs From User-Generated Content." *Marketing Science* 38, no. 1: 1–20.

Varadarajan, R. 2024. "Mitigating the Definitional Quagmire in Innovation Research: An Inclusive Definition of Innovation as a Template for Defining Various Types of Innovations Uniformly." *Journal of Product Innovation Management* 41, no. 4: 703–723.

Xu, L., and R. Mehta. 2022. "Technology Devalues Luxury? Exploring Consumer Responses to AI-Designed Luxury Products." *Journal of the Academy of Marketing Science* 50, no. 6: 1135–1152.

Supporting Information

Additional supporting information can be found online in the Supporting Information section. **Data S1:** Supporting information.