



Senda BELKHOUBJA et Corine GENET (IREGE, GEM)

How does cross-functional integration at the early stage of innovation support the development of a new product?

Front end of innovation (FEI) is a crucial early stage of new product development. During this uncertain phase, decision makers need to select which innovation they would like to develop into products. Prior research has shown that cross-functional integration has a positive impact on the development of products. However, the existing literature does not provide a deep understanding of how the different functions interact in supporting and developing the new product concept during the early stage of innovation. To get a closer look at cross-functional integration in the FEI we based our research on an in-depth case study of the development of an innovative medical device in a large biotech company. Findings show that, as well as the importance of the information exchanged and the interaction of different functions, the engagement of different functions is needed to reduce uncertainty during the FEI and, to obtain a 'go' decision to develop new product.

Keywords: Front-end of innovation, cross-functional integration.

### Séminaire de recherche

12H30—Salle 103 (IAE SMB Annecy)

<https://doodle.com/poll/x62ts2wpgyb76n9c>

### Agenda

24-10-2019, Sarah LE DUIGOU (IREGE, USMB),

Employment effects of French pension reforms and the role of job finding and separation rates

### Calendrier des séminaires

<https://urlz.fr/aB9N>