



Delft University of Technology

Drivers and performance outcomes of generational product innovativeness

Kyriakopoulos, N.; Argouslidis, Paraskevas

Publication date
2023

Document Version
Final published version

Citation (APA)
Kyriakopoulos, N., & Argouslidis, P. (2023). *Drivers and performance outcomes of generational product innovativeness*. Abstract from 52nd Annual EMAC Conference 2023 , Odense, Denmark.

Important note
To cite this publication, please use the final published version (if applicable).
Please check the document version above.

Copyright
Other than for strictly personal use, it is not permitted to download, forward or distribute the text or part of it, without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license such as Creative Commons.

Takedown policy
Please contact us and provide details if you believe this document breaches copyrights.
We will remove access to the work immediately and investigate your claim.

*This work is downloaded from Delft University of Technology.
For technical reasons the number of authors shown on this cover page is limited to a maximum of 10.*

Drivers and performance outcomes of generational product innovativeness

Nikolaos Kyriakopoulos
TU Delft

Paraskevas Argouslidis
Athens University of Economics & Business, School of Business, Department of
Marketing & Communication

Cite as:

Kyriakopoulos Nikolaos, Argouslidis Paraskevas (2023), Drivers and performance outcomes of generational product innovativeness. *Proceedings of the European Marketing Academy*, 52nd, (114077)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Drivers and performance outcomes of generational product innovativeness

Abstract

In certain sectors (e.g., consumer electronics), products are developed as part of successive product transitions where the new generation of the product replaces its predecessor. To the best of our knowledge, this paper is the first that takes a marketing perspective to examine the drivers and performance outcomes of a firm's decision to determine generational product innovativeness (GPI). Empirical results from 201 generational product transitions in the UK show that a) market and technology sensing capabilities positively influence GPI, and b) GPI has an inverted U-shaped impact on generational product performance. The results contribute to the product innovation literature, which sparsely studied generational product transitions. The paper also provides managerial implications on how firms can enjoy superior generational product performance by leveraging outside-in capabilities and optimally managing GPI.

Subject Areas: *Marketing Strategy, New Product Development and Launch, Product Management*

Track: Innovation Management & New Product Development