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WILL IT EVER FLY? MANAGEMENT OF NEW PRODUCTS IN BUSINESS-TO- BUSINESS ENVIRONMENT (SUMMARY)

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≈ SUMMARY ≈

**WILL IT EVER FLY? MANAGEMENT OF NEW PRODUCTS
IN BUSINESS-TO-BUSINESS ENVIRONMENT**

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Principal Topic

Newly launched products and technologies do not grow in maturity at a stable rate, but their sales pattern is rather marked by long introduction period. A short duration between the introductory and growth stage is seen as a key factor of new product success. Consequently, the adequate market introduction remains an important field for both entrepreneurs and researchers. In this context, the objective of the current study is to investigate in a comparative setting the different impact of marketing management indicators on the propensity drivers of B2B and B2C products and technologies.

Method

The empirical analysis is based upon detailed unique survey of 260 newly developed B2B and B2C products and technologies introduced to the market in Austria, Europe and worldwide. The data was collected in 2009 by means of a mail questionnaire to examine various aspects of successful product and process innovation adaptation paying special attention to eight industrial sectors such as comestible and luxury goods, consumer electronics, cosmetics, cleaning and wash supplies, information and telecommunication technologies, mechanical engineering, medical engineering, pharmaceuticals and healthcare.

In our methodological framework, the unit of analysis is the individual product or technology. For comparability purpose, the products were categorized into business-to-business and business-to-customer and their innovation behavior was modeled as a binomial logit. We estimated two different econometric specifications of the proposed model, referred to as baseline and full model, employing the maximum-likelihood procedure.

Results and Implications

Our main finding suggests that there exist significant differences between the propensity drivers of B2B and B2C products to take off. According to the baseline model, the most relevant propensity drivers are personnel training, product acceptance by the distribution partners, degree of management, and personnel incentives.

How did our empirical evidence changed when the industrial sectors and the markets of products' introduction were taken into account? New factors such as cooperation intensity with external partner, pre-marketing management, top-management support, market orientation, and innovation duration appear to play significant role in the adoption of the B2B category. Intensive cooperation with external partners, for instance, increases the odds of B2B products or technology to take off by a factor of 1.22. Finally, the full model signifies that B2B products should be launched worldwide in order to accelerate their takeoff.

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