



Research School for Operations
Management and Logistics

New product launch: marketing sustainable innovations

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This project will bridge research on new product launch (NPL) strategies and sustainable innovations and consists of multiple studies. First, to map the existing literature, we will conduct a Bayesian meta analysis on NPL decisions and explore the extent to which studies differentiated products as “sustainable”. These data will also be used to develop a baseline model for new product launch decisions for sustainable products. Second, the relationship between sustainable organizations, sustainable innovations, and specific business models elements (f.i., customer channels, distribution, value proposition, market intelligence activities) selected on launch decisions will be researched using this model. The exact topics will be inspired by the results of the meta analysis and further literature review. Finally, we plan to conduct experiments manipulating marketing decisions and contribute to practice by developing sustainable product launch strategies.

The overall project is closely linked to an FP7 project, in which several parties (e.g. NGO’s, universities and SME’s) work together developing and launching new (sustainable) fish products. To make generalizations we will look to find similarities and differences with sustainable high tech products/innovations.