Column 6 Family: Innovation and New Products

Expands column 6 of the Periodic Table of Marketing Strategy, Version 1.0. 30 constructs in 8 families across the parent's 7 eras, plus 8 open positions. Outlined spine cells are the parent's own cells and keep their parent symbol and number.

ell: satellite number, influence pips (within the stream), block code, then symbol, construct, and anchor works (alphabetical).

Formulation, content · **FP** Formulation, process · **IC** Implementation, content · **IP** Implementation, process
Inputs: resources and sets · **OUT** Outputs: performance · **ENV** Environment and context

landmark ■■■ major ■□□ emerging or specialized · open position · parent spine cell

	A · DIFFUSION	B · DEVELOPMENT		C · ORGANIZING FOR INNOVATION				D · VALUE
	1 Diffusion and Adoption	2 New Product Development and Success	3 Customer and User Involvement	4 Innovativeness and Innovation Culture	5 Radical Innovation	6 Cross-Functional Integration	7 Market Knowledge and Capabilities	8 Innovation and Firm Value
PERIOD 1 Foundations to 1969	S1 ■■■ ENV **Df** Innovation Diffusion Bass, 1969; Rogers, 1962 = P5, column 6							
PERIOD 2 Planning 1970s	S2 ■■□ ENV **Ki** Consumer Innovativeness Midgley and Dowling, 1978	S3 ■■■ IC **Ns** New Product Success Cooper, 1979 = P15, column 6		S4 ■■□ FP **Oi** Organizational Innovation Zaltman, Duncan, and Holbek, 1973				
PERIOD 3 Competitive Advantage 1980s	S5 ■■□ ENV **Dd** Diffusion Research Agenda Gatignon and Robertson, 1985	S6 ■■■ OUT **Wl** Winners and Losers Cooper and Kleinschmidt, 1987	S7 ■■■ FP **Lu** Lead Users von Hippel, 1986 = P28, column 6		S8 ■■□ ENV **Tx** Transilience Abernathy and Clark, 1985	S9 ■■□ IP **Mr** R&D-Marketing Interface Gupta, Raj, and Wilemon, 1986		
PERIOD 4 Orientation and Relationships 1990s	S10 ■■■ ENV **Dw** Diffusion Models Review Mahajan, Muller, and Bass, 1990	S11 ■■■ OUT **Nd** New Product Performance Determinants Montoya-Weiss and Calantone, 1994	S12 ■■■ FP **Vc** Voice of the Customer Griffin and Hauser, 1993	S13 ■■■ IN **Iv** Innovativeness Han, Kim, and Srivastava, 1998; Hurley and Hult, 1998 = P43, column 6	S14 ■■■ FP **Wc** Willingness to Cannibalize Chandy and Tellis, 1998	S15 ■■□ IP **Ir** Integrating R&D and Marketing Griffin and Hauser, 1996	S16 ■■■ IN **Kc** Market Knowledge and Organizational Memory Li and Calantone, 1998; Moorman and Miner, 1997	S17 ■■□ OUT **Mv** New Products and Market Value Chaney, Devinney, and Winer, 1991
PERIOD 5 Assets and Accountability 2000s	S18 ■■□ OUT **Gg** Growth Cascades and Turning Points Golder and Tellis, 2004	S19 ■■■ OUT **Ws** Why New Products Succeed Henard and Szymanski, 2001	S20 ■■□ FP **Lp** Lead User Process Performance Lilien et al., 2002	S21 ■■□ OUT **Ip** Innovativeness and Performance Calantone, Cavusgil, and Zhao, 2002; Hult, Hurley, and Knight, 2004	S22 ■■■ FC **Ri** Radical Innovation Chandy and Tellis, 2000; Sorescu, Chandy, and Prabhu, 2003 = P61, column 6	S23 ■■□ IP **Xt** Cross-Functional Teams and Integration Sethi, Smith, and Park, 2001; Troy, Hirunyawipada, and Paswan, 2008	S24 ■■□ IN **Rp** Capability-Rigidity Paradox Atuahene-Gima, 2005	S25 ■■□ OUT **Sr** Product Innovations and Stock Returns Srinivasan et al., 2009
PERIOD 6 Engagement and Networks 2010s	S26 ■■□ ENV **Ng** New Product Growth Models Peres, Muller, and Mahajan, 2010	S27 ■■□ OUT **Us** Updated Success Factors Evanschitzky et al., 2012	S28 ■■■ FP **Cn** Customer Cocreation Bayus, 2013; Hoyer et al., 2010 = P79, column 6	S29 ■■□ OUT **Fn** Firm Innovativeness Meta-Analysis Rubera and Kirca, 2012				S30 ■□□ OUT **Ac** Announcement Context and Investor Response Warren and Sorescu, 2017
PERIOD 7 Frontier 2020s	open position ? *Diffusion through platforms and algorithms*	open position ? *Generative AI in new product development* = column 6 open position	open position ? *Synthetic users and AI co-creators*	open position ? *Innovativeness in AI-augmented firms*	open position ? *Radical innovation generated by AI*	open position ? *Human-AI product teams*	open position ? *Market knowledge produced by AI*	open position ? *Investor valuation of AI-driven innovation*

How to read. Rows, block colors, and tier marks follow the parent table; tiers are judged within the stream. Down a column follows one family through time; across a row shows what the stream studied in an era. Spine cells may carry added anchors under the satellite's inclusion rule, which admits the stream's own journals and the outlets in which its defining statements appeared.

Placements, anchors, and tiers are editorial judgments, and anchors are entry points rather than a complete record of any stream. Anyone who uses or adapts this table is responsible for verifying its contents against the original works.

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