



**December 9<sup>th</sup>-10<sup>th</sup> 2021 – Online Conference on**

# **INTEGRATIVE PRODUCT MANAGEMENT**

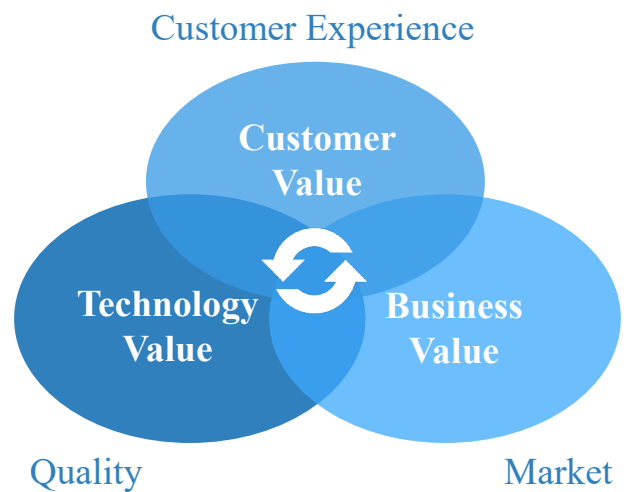
*The 26th International Symposium on Quality Function Deployment (ISQFD '21)*

## **Call for Papers**

### **Challenge: The quest for integrative Product and Development Management**

Successful creation, design, development and dissemination of products requires a fruitful cooperation of many skillful and experienced stakeholders within and outside a company. The quest for an effective integration of different knowledge sources has been pursued in practice and science from different perspectives and disciplines. However, most approaches focus either on technology, business or customer value following different paradigms as depicted on the right: technology-driven, user-driven, service-driven, market-driven. Product management methods should integrate the paradigms, while different products require adequate methodologies for its management.

We invite practitioners and scientist from different disciplines and branches to participate with their submissions to an interdisciplinary quest for the integration of product management and development methods.



### **Scope: Innovative Methods for Product and Development Management**

Integrating customer and technology has been always a major issue in the previous 25 multifaceted International Conferences on QFD; one option is ISO 16355 which has been extending QFD for business concerns providing a platform for the integration of methods such as AHP, Kano Model, Design Thinking, Empathic Design, Lean Management among others. The scope of this conference is broader: There are many other valuable and powerful approaches and methods which may contribute or challenge the quest for an integrative product management and development.

## **Contributions: Cases, Workshops, Scientific Papers**

The conference is delivered in a virtual format only. This call requests three different types of contributions:

- Practical cases providing insights into integrative approaches; cases for digital products and services are highly welcome.
- Workshops such as webinars conveying integrative methods and
- Scientific papers enquiring into research questions concerning the integration of product management methods which will be reviewed according to academic standards and published in the proceedings.

All contributions must have a qualified methodological bases founded on best practices and or the knowledge in a certain community but should be open for, challenging, elaborating or pursuing the integration of product management.

Please submit your proposal as indicated below to [symposium@qfd-id.de](mailto:symposium@qfd-id.de) not later than **15.10.2021**:

- Practical case – topic (context/challenge), methodological keywords, outline
- Workshop – learning goal, duration and form, outline, outcome
- Academic paper (double blind review) – research goal, methods and outcome, summary

Please find further details on the conference website: <https://www.qfd-id.de/isqfd21/>

Host: **QFD-Institut Deutschland e.V.** Conference Chair: Prof. Dr. Wolfram Pietsch

Partner: Universität Stuttgart, Universität Kassel, FH Aachen, International Council for QFD (ICQFD)