Organizing for Innovative New Product Development

Guidelines for Final Paper

Deadlines:
April 26   Submit via email to your TA a 1-page
summary of the intended paper (see guidelines below).

May 17   Submit your final paper in hardcopy to your TA (see guidelines below).

Guidelines:

1-Page Summary: In one page submit the following information:
        (1) If the paper will be individual or team-based. If it is team-based, list the team members (maximum 5 persons),
        (2) Indicate the topic from class that you are targeting,
        (3) Explain what the argument/intention of the paper will be (e.g., an applied example from your company or your past work experience, a comprehensive literature review, etc.),
        (4) If it is a team-based paper, list the tasks that each team member will cover,
        (5) Do not go over one page in length, part of the exercise is to be succinct.

Final Paper:
        (1) Paper should be 15 pages max, exclusive of references,
        (2) It is double-spaced, 12 point font,
        (3) It should include an appropriate title, an introduction that covers the material from class that you are targeting and the motivation for your study (i.e., the objective of the paper),
        (4) You should follow APA (American Psychological Association) reference style (found online at http://owl.english.purdue.edu/handouts/research/r_apa.html).