

Catalyst Articles

Catalyst is a section of the *Journal of Product Innovation Management (JPIM)* featuring carefully selected essays intended to inspire and stimulate new thinking on innovation management. We are specifically interested in novel, interpretive reflections and prospectations of either academics or practitioners on a variety of innovation management themes (which may include new methodological approaches). This category aims to publish essays that are interesting and provocative, not necessarily conforming to standard knowledge paradigms. Hence, *Catalyst* essays seek to generate new debates and discussions in innovation management. The essays can be subjective in nature, with authors expressing opinions, but should be rooted in experience or past scholarship.

Guidelines for authors

Catalyst essay submissions follow an editorial review process different from the regular, peer-reviewed, original manuscripts that comprise the bulk of the *JPIM*'s published articles.

To be considered, a 2-page single spaced proposal (with standard 1-inch margins and 12-point font) should be submitted for an initial review by the *JPIM* Editors-in-Chief (EICs).

Proposals need to be submitted beforehand. Please do not send complete papers. If you have written a full draft, you may note this in your proposal. The 2-page single spaced proposal will need to elaborate on:

- Relevance for *JPIM* aims, scope, and readership, and
- Significance (considering past, present and future developments) and novelty, and
- Potential to stimulate discussion and future research, and
- Author(s)' (academic and/or professional) experience with the subject matter topic.

In addition, author(s) must include a statement confirming that the proposal has not previously been submitted to *JPIM* for review.

All proposals should be emailed to jpim@pdma.org. The EICs will review these proposals and decide on whether to invite the author(s) to develop the proposal into a full essay.

- After acceptance of the proposal, the author(s) need to submit a full essay within six months. *Catalyst* essays have a page limit of 20 double spaced pages (with standard 1-inch margins and 12-point font).
- After acceptance of the proposal, the EICs will not consider any new proposals from the author(s) for a period of two years. This rule is instituted to ensure that a wide range of voices are heard.
- While the decision to publish a *Catalyst* article is made solely by the EICs, the process may include revisions to shape the essay into a publishable form. This review process will be guided by at least one EIC and one dedicated Associate Editor or Editorial Review Board member with subject knowledge.
- Our policy is to strive to make a final publication decision after one or two revisions of the full essay. Authors must confirm that their essay is not under review for publication elsewhere and will not be submitted to another journal during the review period at *JPIM*.
- An accepted *Catalyst* proposal does not guarantee ultimate publication in *JPIM*.