IABE® International Academy of Business and Economics®
Promoting Global Competitiveness™
IABE.ORG
Admin@IABE.org

Manuscript Submission Guidelines (For Papers Accepted For Publication):

All Accepted Papers must follow the following Submission Instructions and Guidelines.

Online Registration: Complete your entire registration process online at our website www.iabe.org.

Copyright: Articles, papers, or cases accepted for publication should be original contributions and should not be under consideration for any other publication at the same time. Authors submitting articles/papers/cases for publication warrant that the work is not an infringement of any existing copyright, infringement of proprietary right, invasion of privacy, or libel and will indemnify, defend, and hold IABE or sponsor(s) harmless from any damages, expenses, and costs against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers/articles/cases and contributions become the legal copyright of the IABE unless otherwise agreed in writing.

I. General Information: Please do not alter the title of your paper or author name(s). We may suggest you to update the review of literature. See the attached sample manuscript of first page. First FIVE pages of your manuscript are free with the conference registration fee. There will be an additional charge of $25 for each extra page. ***The IABE must receive your manuscript and completed registration with the applicable fees within FOUR weeks from acceptance date of your paper or by August 31, 2027 whichever earlier.***

II. Page Setup: Select 8.5" x 11" size portrait-ONLY sheets with all margins 1" each and headers/footers 0.5" each. Use Arial 10-point font, single-spaced lines, justify style in MS Word. All data Tables/Figures must be in Portrait format ONLY.

III. First Page: Paper title, not exceeding two lines, must be **CAPITALIZED AND CENTERED IN BOLD LETTERS**. Author name and university/organizational affiliation of each author must be printed on one line each. Do NOT include titles such as, Dr., Professor, Ph.D., department, address, email address etc. Please print the word "**ABSTRACT**" in capitalized bold letters, left justified, and double-spaced from last author's name/affiliation. Abstract should be in italic. After abstract, please write **Keywords** for your paper. Please see the sample manuscript. **No Landscape formats permitted.**

IV. All other Headings: All other section headings starting with **INTRODUCTION** must be numbered, in capitalized bold letters, left justified, and double-spaced from last line above them. See the subsection headings in the sample manuscript.

V. Tables, Figures, and Charts: All tables, figures or charts must be inserted in the body of the manuscripts within the margins with headings/titles in centered **CAPITALIZED BOLD** letters. The Table lines must be printable to print the Table.

VI. References and Bibliography: All references listed in this section must be cited in the article and vice-versa. The reference citations in the text must be inserted in parentheses within sentences with author name followed by a comma and year of publication. Please follow the following formats:

Journal Articles:	Khade, Alan S. and Metlen, Scott K., "An Application of Benchmarking in Dairy Industry", *International Journal of Benchmarking*, Volume 3, Number 4, Pages 17-27, 1996.
Books:	Harrison, Norma and Samson, D., Technology Management: Text and Cases, McGraw-Hill Publishing, New York, 2002.
Internet:	Hesterbrink, C., E-Business and ERP: Bringing two Paradigms together, October 1999; PricewaterhouseCoopers., *www.pwc.com*.

VII. Author Profile(s): At the end of paper, include author profile(s), not exceeding five lines each author, including name, highest degree/university/year, current position/university, and major achievements. For example:

Author Profile:

Dr. Tahi J. Gnepa earned his Ph.D. at the University of Wisconsin, Madison in 1989. Currently he is a professor of international business at California State University, Stanislaus, and Managing Editor of the Journal of International business and Economics.

VIII. Manuscript: Absolutely **no** footnotes allowed! Do **not** insert page numbers for the manuscript. ALL pages in PORTRAIT format only. (**No Landscape formats permitted**.) Please do not forget to run **spelling and grammar check** for the completed paper. IABE reserves the right to edit/alter the manuscript.

IX. Methods of Payment: (**$20*** Processing Fee will apply.) ☐ Credit Card***: Register Online at www.iabe.org! Upload Paper and Pay fee online. No Mailing!**

☐ Credit Card ***: Email us formatted paper and filled in form. We will email you a Payment Request through Paypal. It is secure and easy to create an account with Paypal. You can pay securely through your account with Paypal.**

☐ Check, ☐ Bank Draft/Cashier's Check, ☐ Western Union (Email us at **Admin@iabe.org** for details)

Make the Checks/Bank Drafts/Cashier's Checks in **US$ (€ 1=US$ 1.1)** Payable to **IABE**.

Non-US Resident: Send Bank Draft/Cashier's Check in US$ (**€1 =US$ 1.1)** drawn on a US Bank. (Email us at **Admin@iabe.org** for details.). Mail us filled in form + check and then email your paper, if any. Mail checks to **IABE** at **10940 Trinity Pkwy STE C-185, Stockton Ca, 95219**.

**** The first page of your manuscript should look like the following sample manuscript ****

STRATEGIC APPLICATIONS OF TECHNOLOGY ADOPTION CYCLE IN BIOTECH INDUSTRY

Alan S. Khade, California State University-Stanislaus, Turlock, California, USA
John Pallen, California State University-Stanislaus, Turlock, California, USA

ABSTRACT

The adoption of biotech products in the healthcare industry conforms and varies from the traditional technology adoption life cycle model created by Rogers and his contemporaries. The Innovator and Early Adopter stages are effectively eliminated by the biotech product approval process, i.e., the patent process, clinical testing, and the FDA approval process, eliminate barriers to adoption (Harrison and Samson, 2002). Commercialization of biotech products usually enter at the Early Majority stage. Biotech product adoption also follows and deviates from Moore's concepts of the Chasm, the Bowling Alley, the Tornado, and Main Street. High demand for biotech products contributes to rapid adoption that leaps over the Chasm, skips the Bowling Alley, and enters directly into the Tornado. While most biotech products are still in the Tornado, some have reached Main Street. There are several characteristics of the market that removes the risk of adopting biotech products. Existing pre-commercialization of products, the FDA process, and strong communication channels between healthcare professionals and organizations provide dissemination of information. Several characteristics of the market also create high risks not to adopt. These include the lack of competitive products, undesirable alternatives for nonuse, market pressures for healthcare organizations to be technology leaders, and acceptance of the products by formularies.

Keywords: *Technology Management; Technology Strategy, Product Life Cycle, Biotechnology, Technology Adoption, Healthcare*

1. INTRODUCTION

Biotechnology is the new and emerging technology that will affect the lives of everyone on the planet. Biotech firms have greatly contributed to scientific knowledge regarding molecular genetics, and have developed more than 100 new genetically based therapies for ailments such as cancer, cardiovascular disorders, diabetes, renal disease, respiratory disorders, sexual dysfunction, skin disorders, and infectious diseases. Several biotechnological healthcare products are already generating hundreds of millions of dollars annually (Harrison and Samson, 2002).

1.1 Technology Adoption

To effectively market these new products to ensure return on R&D development and to maximize return on investment, biotech product marketers must have an understanding of the adoption life cycle of these products. (NOTE: rest of the introduction is deleted from here!)

2. LITERATURE REVIEW

Early pioneering research that led to the creation of the TALC model was conducted in the early to mid 1900's and is well summarized in the classic book, Diffusion of Innovations (Rogers, 1962). Another work on the traditional model is "A Propositional Inventory for New Diffusion Research", by Gatignon and Robertson (1985). The model has gained widespread acceptance and is presented in several college marketing textbooks, often without reference to the early researchers.

Recent modifications to TALC were published in popular books written by Geoffrey A. Moore. In Crossing the Chasm (Moore, 1999), Moore discussed the existence of gaps between the five adopter categories, especially a significant chasm between early adopters and the early majority. While the TALC suggested smooth transitions between categories, Moore's work proposed that a firm's failure to recognize transitions and to adjust their marketing strategies accordingly, could lead to the early failure of a product. In Inside the Tornado (Moore, 1995), Moore discusses three stages that occur after crossing The Chasm to the early mainstream market. These stages are The Bowling Alley, The Tornado, and Mainstreet. Successful marketing of an innovation in the early mainstream market depended on recognition of these stages and adopting an appropriate strategy for each. Moore's work …