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# Chris Voss Best Paper Award at EurOMA 2021

*Sponsored by the International Journal of Operations & Production  
Management*



ISSN 0144-3577  
Volume 00 Number 00 2018

International Journal of  
**Operations &  
Production  
Management**



The official journal of  
the European  
Operations  
Management  
Association

EUR  
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**Presented to:**

Rima Al-Hasan and Pietro Micheli

**For the paper:**

How managers' mental frames affect the use of  
process improvement approaches in NPD

*Daniel Ridge*

*Publisher  
Emerald Group Publishing Ltd*