



## Strategic Interest 06 – Innovation (INNO)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### ST06\_03 Open Innovation

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#### Short Description

The track aims to stimulate a discussion on the latest research insights into open innovation, especially with respect to new perspectives, methods, tools, competencies and context-specific solutions.

#### Long Description

During the previous years, the interest in open innovation from academia and practice has been growing continuously. Within the open innovation framework, companies transfer the knowledge they cannot leverage internally to the outside and use the knowledge produced by externals to advance their technologies and generate innovations internally. The fundamental principle of open innovation is simple in theory. For many organizations, however, the journey toward open innovation is difficult. Activities such as internal and external

knowledge exploitation and exploration call for different capabilities and solutions that organizations should build in order to be successful in their open innovation endeavours.

Open innovation should not be an end in itself; it is only a means to increase innovativeness and performance. To gain more insights into the benefits and challenges of open innovation, empirical studies and conceptual considerations are needed, not only in the compelling evidence of companies that have been practising open innovation successfully. Papers including different theoretical perspectives, different (combinations of) methods, and investigations of different situations and settings should provide further developments in the field as well as identify “blind spots”. The topics of interest include:

- **Multiple perspectives and degrees of open innovation:** We look for studies and conceptual works which focus on the micro-foundations, such as skills, knowledge, trust, motivation, and other individual prerequisites for cooperation and competition. Equally, studies focusing on phenomena at the meso and macro-level, e.g. on open strategies and open business models, dynamic capabilities, culture, governance, alternative structural and procedural factors, including the investigation of distinct open innovation practices are welcome. Especially this year we are interested in the research concerning:
  - IP management in the open innovation model
  - digital ecosystem and digital open innovation
  - digital open business model innovation
  - open innovation in services
  - open innovation in social enterprise
- **Studying open innovation with different methodological approaches:** Besides case studies and quantitative datasets, we look for multi-method approaches, design-oriented works, and in particular methods that make use of new technologies for gathering and analysing data, such as big data based papers or studies using mobile or virtual ethnographic methods.
- **Open innovation in different settings:** This track reflects recent calls for more studies on open innovation in SMEs, on the project level, in the service sector, in multinational setups, and in higher education institutions. It also includes studies which highlight peculiarities of open innovation in real and virtual social spaces. In particular, studies which investigate the links between human behaviour and collaboration technologies, e.g. in the form of socio-technical systems are welcome. We hope to attract studies from a wide range of geographic spaces (countries, territories, clusters, ecosystem, etc.) as well as real and virtual collaborative spaces (projects, communities, social networks, etc.);
- **Future development of open innovation concept:** After more than a decade of research in open innovation, we hope to see more works on the boundaries and development of this concept of this concept as well as studies which look beyond this paradigm by developing a vision of what could be next.

Generally, the track is organized as a competitive track. However, in order to encourage the submission of ongoing research, we welcome papers for one dedicated developmental session (please indicate with “developmental paper” on the cover page).

#### **For more information:**

Contact the proponents above mentioned.

## Submission Deadline: 10 January 2018 (2 pm Belgian time)

### Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

#### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In the case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.