



Call for Papers

5th Annual World Open Innovation Conference (WOIC 2018)
with conference theme “Digital Transformation for Sustainability”
and Special Section in *California Management Review* (CMR)

San Francisco Airport Marriott Waterfront, Burlingame, California, December 13-14, 2018

Pre-conference visit: December 12, 2018

To leading Bay Area company; earlier visits included NASA, Google, and Samsung

Academic keynotes: Melissa Schilling (NYU); Scott Stern (MIT)

Industry keynotes: To be announced

Submission deadline for academic submissions: August 15, 2018

Conference website: <http://woic.corporateinnovation.berkeley.edu>

Conference Chair:

Henry Chesbrough (University of California, Berkeley / ESADE)

Academic Program Chair:

Marcel Bogers (University of Copenhagen)

Industry Program Chair:

Solomon Darwin (University of California, Berkeley)

Associate Program Chairs:

Marcus Holgersson (Chalmers University of Technology); Jonathan Sims (Babson College); Ivanka Visnjic (ESADE); Ann-Kristin Zobel (ETH Zurich)

Assistant Program Chairs:

Mehdi Bagherzadeh (NEOMA Business School); Serena Flammini (University of Cambridge); Maral Mahdad (University of Copenhagen); Agnieszka Radziwon (Aarhus University); Krithika Randhawa (University of Technology Sydney)

We proudly announce our call for papers for the 5th Annual World Open Innovation Conference (WOIC). Open innovation describes “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries” (Chesbrough & Bogers, 2014: 17). It provides insights into how firms can harness inflows and outflows of knowledge to improve their innovation success (Chesbrough, 2003; Enkel et al., 2009; Laursen & Salter, 2006; Zobel, 2017). It has become a popular area of innovation research, as shown by several reviews (Antons et al., 2016; Dahlander & Gann, 2010; Huizingh, 2011; West & Bogers, 2014; Randhawa et al., 2016). It is also connected to important socio-economic developments, such as digital transformation and sustainability — which the upcoming WOIC will link through this year’s conference theme of “Digital Transformation for Sustainability” (see more below). In addition, the best papers presented at the conference — whether or not connected to the theme — will be considered for a Special Section of *California Management Review* (CMR) after further review (see more below).

In order to better link and thereby further improve open innovation research, practices and policies, scholars need to study open innovation at and across different levels of analysis (Bogers et al., 2017, 2018a). As such, open innovation has implications for how innovation activities take place at different levels of analysis (Chesbrough & Bogers, 2014; West et al., 2014) — ranging from individuals (Bogers et al., 2018b), to projects (Du et al., 2014), to business models (Saebi & Foss, 2015), to ecosystems (Holgersson et al., forthcoming), to public sector organizations (Hilgers & Ihl, 2010). At the same time, there are many opportunities to link open innovation to other domains, such as sustainability (Arcese et al., 2015), servitization (Visnjic et al., 2016), additive manufacturing (Ford et al., 2016), blockchain (Iansiti & Lakhani, 2017), artificial intelligence (Ransbotham et al., 2017), design thinking (Beckman & Barry, 2007), small and medium sized enterprises (SMEs) (Vanhaverbeke et al., 2018), and so on. This year, we also have a specific interest to help identify and develop the best new theoretical and applied research in open innovation that can also address the globally emerging grand challenges and the digital revolution (George et al., 2016; Rindfleisch et al., 2017).

The goal of the WOIC is to bring theory and practice closer together. We seek the latest in academic research on open innovation, and combine that in our program with challenges faced by industry executives who manage innovation in their organizations. In addition, we have started to engage policy makers to better understand the opportunities and challenges associated with designing effective open innovation policy measures.

The 5th Annual WOIC will include traditional papers sessions, a poster session, practitioner sessions, a meet-the-editor session, paper development workshops, and other interactive sessions. We are seeking both traditional research papers and those with a more managerial or policy orientation. From the accepted submissions, we will be selecting two academic award winners — for students and emerging scholars — and we will publish the best papers in a Special Section of CMR (see Bogers et al., 2018 for a Special Section from a previous WOIC).

A separate Call for Challenges will be used to identify relevant practical issues faced in managing innovation and attract industry participants, while the conference will also feature particular practitioner awards.

Conference Theme

This year’s conference theme is “*Digital Transformation for Sustainability*”. The world is currently facing some major trends that fundamentally change the ways in which organizations operate. The grand challenges we currently face, such as in areas as climate change, traffic safety, food ecologies and life expectancy, need to be addressed through an integrative, collaborative and global perspective. Accordingly, the Sustainable Development Goals (SDGs) have raised a lot of

interest of managers and academics alike. At the same time, the digitalization of the economy and society at large keeps growing tremendously with major implications for how individual, organizations and governments operate. Interestingly and importantly, these developments to a large extent require a more inclusive and collaborative approach in order to understand and cope with the underlying uncertainty of the problems and the ambiguity of what the possible solutions may be.

For the upcoming WOIC, we propose to connect these themes and call for research on digital transformation and sustainability, either as separate topics or ideally in exploring the intersection between open innovation, digital transformation and sustainability. We specifically call for research that shows how digital solutions help address sustainability challenges in the context of open innovation as well as related work that addresses such interconnections.

Possible Topics for Submissions to the 5th Annual World Open Innovation Conference

Besides specific submissions in relation to the above-mentioned conference theme, the conference more generally seeks original research on a wide range of topics related to open innovation that contribute to a better multi-level understanding of open innovation.

Following recently developed open innovation “research categories” that embrace a multi-level perspective (see Bogers et al., 2017), we are seeking submissions related to the following themes:

- 1. Open innovation behavior & cognition, e.g.,**
 - Individual-level attributes and behaviors associated with open innovation (e.g., identity, commitment, motivation, resistance to change, communication and learning)
 - Microfoundations of open innovation and related topics
 - The human side of open innovation, and the role of human resource management
- 2. Open innovation strategy and design, e.g.,**
 - Formal and informal organizational structures for open innovation
 - Project-level attributes related to open innovation strategy and design (e.g., project complexity and uncertainty)
 - Nature and outcomes of entrepreneurial opportunities that open innovation can enable and help to enact
 - Combinations of “open” and “closed” strategies
 - Business model innovation
- 3. Open innovation communities and users, e.g.,**
 - Leveraging knowledge produced by individual users with different abilities and motivations
 - How to sustain different forms of open innovation communities
 - Alignment between organizations and communities of innovation
- 4. Open innovation ecosystems, e.g.,**
 - How new network forms combine value creation and value capture
 - Interactions between heterogeneous actors in innovation ecosystems (and their governance)
 - Governance of digital platforms
 - Crowd-based search and financing
- 5. Open policy & governance, e.g.,**
 - The design, implementation, and effects of policies for open innovation

- New forms of democracy and collaborative public management (e.g., cities, regions, governments)
 - Open strategy, both in process and in content
- 6. Others topics** that may not directly fit the above themes, such as
- Technology, digitization and open innovation
 - Open innovation and sustainability
 - Open innovation in different contexts (e.g., services, SMEs, international business, different industries)
 - New metrics or methodologies for studying open innovation
 - Linking open innovation to broader theories of management or economics

Submissions

We invite submissions of either extended abstracts (1,500-3,000 words, all inclusive) or full papers (5,000-10,000 words, all-inclusive) for empirical or conceptual papers — with theoretical and/or managerial implications. These will be considered for the research paper portion of the program. Papers related to the conference theme are encouraged but this is not a requirement.

This year we will consider submissions of not only extended abstracts but of full papers as well — both due on August 15. Authors may choose to submit either type of submission, depending on the stage of development of the work they want to present. In contrast to earlier years, there will not be a requirement for submitters of (accepted) extended abstracts to submit their full paper. In other words, only one submission will be required. Note that submission of a full paper is a requirement to be considered for awards and/or CMR special section (see more below).

During the submission process we kindly ask authors to select one of the above “open innovation topics” (#’s 1-6) that best fits their submission. These topics will be used in the review process and design of the conference program. We aim to group papers together on the basis of their topics, stage of development, and reviewer evaluation, and they may be accepted as traditional paper presentations or as a poster presentation.

The submissions will be reviewed by the WOIC Editorial Board, while we will also ask submitting authors whether they are willing to help out as reviewers. The reviewers will also be asked to provide a short feedback on each of the submissions (extended abstract or full paper) they review.

All submissions for research papers will be evaluated along the following criteria:

- Theoretical background and development
- Methodological rigor
- Insight into challenges and practices of managing open innovation
- Potential contribution to open innovation research
- Clarity of writing
- Fit to conference theme and suitability to award (not a requirement for acceptance)

The reviewers’ assessment of the submissions and their related rating will be used as a basis for acceptance decisions. The reviewers will be asked to take into account whether the submission is an extended abstracts or a full paper. In some cases, and especially for extended abstracts, acceptance decisions will be based on a draft that is not yet fully finished — sometimes implying that the analysis of data may not be fully complete. While this is acceptable, the submission should still describe completed (rather than planned) research, and the submitted draft should in itself be complete and coherent. We expect that at least data are collected and initial analyses are done to

present preliminary results and conclusions. Proposals that talk about data to be collected will be deferred to a future conference.

The extended abstracts and full papers that are accepted for presentation at the conference will be shared among the conference participants. In addition, a Book of Abstracts will be made published on the conference website.

“Rule of One”

Every author is allowed to present only one paper at the conference. It is allowed to have more than one paper accepted, if each paper is presented by a different co-author.

Special Section in *California Management Review*

The journal *California Management Review* (CMR) will publish a special section on “Open Innovation” with selected papers from this conference. (Note that this is not the CMR special section on “Digital Transformation” for which there is a separate call and process.) *Submission of a full paper on August 15 is required to be considered for the special section.* The submitted full papers will be shortlisted based on the above-mentioned criteria — with a fit to the conference theme being encouraged but not required. The selected papers will be announced after the conference, and they will be subject to further review.

Awards for Best Paper by a Student and Emerging Scholar

The conference will also feature an award for the best paper by a student (needs to be enrolled as student during year 2018) and the best paper by an emerging scholar (PhD awarded 2013-2018). Only full paper submissions will be considered for an award. To be eligible for the award, the student or emerging scholar, respectively, must be the lead author or single author of the paper AND he or she must be the presenting author at the conference. At the time of submission, authors will be asked to indicate whether or not they are eligible for either of these awards.

The finalists of the awards will be honored during the conference and on the WOIC website. The winner of each award will receive a plaque and a \$1,000 cash reward.

Call for young researchers as moderators for industry sessions

For WOIC 2018, we are looking for 10 young researchers (PhD students or recently graduated) who will act as moderators of problem-solving sessions for current challenges that will be presented by selected firms and discussed by a team of academics and practitioners. It is a good networking opportunity, and each researcher will receive a Certificate of Completion signed by Professor Henry Chesbrough. If you are interested in applying, please indicate this during the submission of your extended abstract of full paper or send an email to Sea Matilda Bez (bez@berkeley.edu).

About the Conference

The conference will include plenary sessions, industry panels, policy panels, parallel tracks of paper presentations and a poster session. There will also be events prior to the conference, which will be communicated on the conference website (<http://woic.corporateinnovation.berkeley.edu>). Note that some events may require signing up.

The conference will be held at the San Francisco Airport Marriott Waterfront. A pre-conference visit to a leading Bay Area company such as Facebook or Google will be planned on December 12,

2018. More information about the location, including logistics, can be found at the conference website.

Important dates:

- July 1, 2018: Submission website opens.
- August 15, 2018: Submission deadline for extended abstracts and full papers.
- September 15, 2018: Notification of accepted submissions.
- October 15, 2018: Registration deadline for accepted submissions.
- October 15, 2018: Deadline for Early Bird registration.
- December 12, 2018: Pre-conference visit to leading Bay Area company.
- December 13-14, 2018: Conference dates (San Francisco Airport Marriott Waterfront).

References

- Antons, D., Kleer, R., & Salge, T. O. 2016. Mapping the topic landscape of JPIM, 1984–2013: In search of hidden structures and development trajectories. *Journal of Product Innovation Management*, 33(6): 726-749.
- Arcese, G., Flammini, S., Lucchetti, M., & Martucci, O. 2015. Evidence and experience of open sustainability innovation practices in the food sector. *Sustainability*, 7(7): 8067-8090.
- Beckman, S. L., & Barry, M. 2007. Innovation as a learning process: Embedding design thinking. *California Management Review*, 50(1): 25-56.
- Bogers, M., Chesbrough, H., & Moedas, C. 2018a. Open innovation: Research, practices, and policies. *California Management Review*, 60(2): 133-144.
- Bogers, M., Foss, N. J., & Lyngsie, J. 2018b. The “human side” of open innovation: The role of employee diversity in firm-level openness. *Research Policy*, 47(1): 218-231.
- Bogers, M., Zobel, A-K., Afuah, A., Almirall, E., Brunswicker, S., Dahlander, L., Frederiksen, L., Gawer, A., Gruber, M., Haefliger, S., Hagedoorn, J., Hilgers, D., Laursen, K., Magnusson, M.G., Majchrzak, A., McCarthy, I.P., Moeslein, K.M., Nambisan, S., Piller, F.T., Radziwon, A., Rossi-Lamastra, C., Sims, J. & Ter Wal, A.J. 2017. The open innovation research landscape: Established perspectives and emerging themes across different levels of analysis. *Industry & Innovation*, 24(1), 8-40.
- Chesbrough, H. 2003. *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Boston, MA: Harvard Business School Press.
- Chesbrough, H., & Bogers, M. 2014. Explicating open innovation: Clarifying an emerging paradigm for understanding innovation. In H. Chesbrough, W. Vanhaverbeke, & J. West (Eds.), *New Frontiers in Open Innovation*: 3-28. Oxford: Oxford University Press.
- Dahlander, L., & Gann, D. M. 2010. How open is innovation? *Research Policy*, 39(6): 699-709.
- Du, J., Leten, B., & Vanhaverbeke, W. 2014. Managing open innovation projects with science-based and market-based partners. *Research Policy*, 43(5): 828-840.
- Enkel, E., Gassmann, O., & Chesbrough, H. W. 2009. Open R&D and open innovation: Exploring the phenomenon. *R&D Management*, 39(4): 311-316.
- Ford, S., Mortara, L., & Minshall, T. 2016. The emergence of additive manufacturing. *Technological Forecasting and Social Change*, 102: 156-159.
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. 2016. Understanding and tackling societal grand challenges through management research. *Academy of Management Journal*, 59(6): 1880-1895.
- Hilgers, D., & Ihl, C. 2010. Citizensourcing: Applying the concept of open innovation to the public sector. *International Journal of Public Participation*, 4(1): 67-88.
- Holgerson, M., Granstrand, O., & Bogers, M. forthcoming. The evolution of intellectual property strategy in innovation ecosystems: Uncovering complementary and substitute appropriability regimes. *Long Range Planning*.
- Huizingh, E. K. R. E. 2011. Open innovation: State of the art and future perspectives. *Technovation*, 31(1): 2-9.
- Iansiti, M., & Lakhani, K. R. 2017. The truth about blockchain. *Harvard Business Review*, 95(1): 118-127.
- Laursen, K., & Salter, A. 2006. Open for innovation: The role of openness in explaining innovation performance among U.K. manufacturing firms. *Strategic Management Journal*, 27(2): 131-150.
- Ransbotham, S., Kiron, D., Gerbert, P., & Reeves, M. 2017. Reshaping business with artificial intelligence: Closing the gap between ambition and action. *MIT Sloan Management Review: Findings from the 2017 Artificial Intelligence Global Executive Study and Research Project*.
- Randhawa, K. Wilden, R. & Hohberger, J. 2016. A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772.
- Rindfleisch, A., O'Hern, M., & Sachdev, V. 2017. The digital revolution, 3D printing, and innovation as data. *Journal of Product Innovation Management*, 34(5): 681-690.
- Saebi, T., & Foss, N. J. 2015. Business models for open innovation: Matching heterogeneous open innovation strategies with business model dimensions. *European Management Journal*, 33(3): 201-213.
- Visnjic, I., Wiengarten, F., & Neely, A. 2016. Only the brave: Product innovation, service business model innovation, and their impact on performance. *Journal of Product Innovation Management*, 33(1): 36-52.
- Vanhaverbeke, W., Frattini, F., Roijakkers, N., & Usman, M. 2018. *Researching Open Innovation in SMEs*. Singapore: World Scientific.
- West, J., & Bogers, M. 2014. Leveraging external sources of innovation: A review of research on open innovation. *Journal of Product Innovation Management*, 31(4): 814-831.
- West, J., Salter, A., Vanhaverbeke, W., & Chesbrough, H. 2014. Open innovation: The next decade. *Research Policy*, 43(5): 805-811.
- Zobel, A. K. 2017. Benefiting from open innovation: A multidimensional model of absorptive capacity. *Journal of Product Innovation Management*, 34(3): 269-288.