



# WOIC 2019

6<sup>th</sup> ANNUAL  
WORLD OPEN INNOVATION CONFERENCE

## *Call for Papers*

**6<sup>th</sup> Annual World Open Innovation Conference (WOIC 2019)**  
**with conference theme “Opening Up for Managing Business and Societal Challenges”**  
**and Special Section in *California Management Review* (CMR)**

*LUISS University, Rome, Italy, December 12-13, 2019*

*Pre-conference visit(s) & workshop(s): December 11, 2019*  
*(TBC. Previous WOIC pre-conference visits included NASA, Google, Samsung, and Facebook)*

*Industry Keynote: Francesco Starace (CEO of Enel)*  
*Academic Keynote: Annabelle Gawer (Professor in Digital Economy at University of Surrey)*  
*Other keynotes will be announced*

***Submission deadline for academic submissions: August 25, 2019***

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

*Conference Chair:*

Henry Chesbrough (University of California, Berkeley / ESADE)

*Academic Program Chair:*

Marcel Bogers (University of Copenhagen / University of California, Berkeley)

*Industry Program Chair:*

Solomon Darwin (University of California, Berkeley)

*Associate Program Chairs:*

Marcus Holgersson (Chalmers University of Technology); Krithika Randhawa (University of Technology Sydney); 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); Jonathan Sims (Babson College)

We proudly announce our call for papers for the 6<sup>th</sup> 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; Bagherzadeh et al., 2019; 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).

This year's conference theme concerns attainment of the important socio-economic developments goals, i.e. United Nation's Sustainable Development Goals (SDGs), which are now widely adopted by researchers, practitioners and policy makers. This year, we 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 (George et al., 2016).

The open innovation questions, related to the societal and business challenge theme and beyond, can be answered at and across different levels of analysis (e.g., Bogers et al., 2017) — ranging from individuals (Bogers et al., 2018b), to projects (Du et al., 2014), to business models (Saebi & Foss, 2015), to ecosystems (Holgersson et al., 2018), 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), co-creation (Markovic & Bagherzadeh, 2018), 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.

### **Participants:**

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 6<sup>th</sup> Annual WOIC will include traditional research 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.—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) (see Bogers et al., 2018a for a Special Section from a previous WOIC) after further review (see more below).

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 “*Opening Up for Managing Business and Societal Challenges*”. The major challenges that the world is facing are becoming more pressing and require urgent attention. These encompass complex problems, such as in areas as climate change, traffic safety, food ecologies and life expectancy and need to be addressed through an integrative, collaborative and global perspective. Accordingly, the SDGs have raised a lot of interest of managers and

academics alike. For the upcoming WOIC, we specifically call for research that shows how open innovation helps address grand challenges. Addressing these complex issues requires an inclusive and collaborative approach to balance the opportunities and challenges of open innovation in a very broad sense — implying potentially new approaches to science, education and business, all for the benefit of society. This more inclusive and collaborative approach is needed to better understand and cope with the underlying uncertainty of the problems and the ambiguity of what the possible solutions may be. But what are the antecedents, mechanisms, moderators and outcomes of some of these processes? How can the open innovation framework be applied to the context of grand challenges? How can open innovation turn societal challenges into opportunities for businesses? What can open innovation scholars learn from other perspectives to improve their research questions and designs as well as the implications of their research?

### **Possible Topics for Submissions**

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 (both due on August 25). 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.

Authors may choose to submit either type of submission (extended abstracts or full papers), depending on the stage of development of the work they want to present. 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. 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
- Potential theoretical contribution to open innovation research
- Methodological rigor
- Insight into challenges and practices of managing open innovation (i.e., practical contribution)
- Clarity of writing
- Fit to conference theme (a fit to the conference theme being encouraged but not required 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.

### **“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. *Submission of a full paper on August 25 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 2019) and the best paper by an emerging scholar (PhD awarded 2014-2019). 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 2019, we are looking for 12 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 practitioner. Each moderator will receive a Certificate of Completion signed by Professor Henry Chesbrough and be involved in writing one section of the industry white paper. If you are interested in applying, please indicate this during the submission of your extended abstract or full paper or send an email to Sea Matilda Bez ([bez@berkeley.edu](mailto: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 LUIS University in Rome, Italy. A pre-conference visit to a leading company is currently being planned. More information about the location, including logistics, can be found at the conference website.

### **Important dates:**

- July 1, 2019: Submission website opens.

- August 25, 2019: Submission deadline for extended abstracts and full papers.
- September 30, 2019: Notification of accepted submissions.
- October 15, 2019: Registration deadline for accepted submissions.
- October 15, 2019: Deadline for Early Bird registration.
- December 11, 2019: Pre-conference visit(s) and workshop(s).
- December 12-13, 2019: Conference dates (LUISS University, Rome).

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