



SOCIETY FOR GLOBAL BUSINESS AND ECONOMIC DEVELOPMENT

The Third Research Symposium



Emerging Trends in Innovation

Sponsored by: EADA Business School, Barcelona

Venue: EADA, Barcelona (Hall Schneider)

Date: June 17, 18, and 19th, 2010

Background

The third research symposium of the SGBED aims to consolidate the success of the previous two symposia and launch a new direction for theme-focused research. The success of the previous two symposia has mainly been due to the active participation of the executive committee members of the SGBED and the generous sponsorship of the host organization. It is hoped that like the previous two symposia, a cohesive and current theme will ensure that selected papers are brought together as a book. It is hoped that about fifty researchers from around the world will participate and present their

research findings. The symposium will be chaired by Professor Martin Rahe of EADA, Barcelona, Professor C. Jayachandran of Montclair State University, USA, and Professor V. Nagadevara of the Indian Institute of Management, Bangalore.

Symposium Topic

In a highly dynamic and competitive global economy, prevailing notions of sources of competitive advantage have come under fire. Once unassailable industry giants have been felled as these erstwhile giants found that what had propelled them into dominance in the past was no longer relevant in today's competition. The one source of advantage, the one unshakeable pillar of economic dominance has, however, been innovation. From Schumpeter's concept of "creative destruction" to Clayton Christensen's notion of "disruptive technology," innovation has played, and continues to play a major role in the performance of successful firms. However, conventional notions of innovation have been challenged and the recent times have seen myriad variations of the concept. For example, the question of where innovation is best most efficiently performed (in-house versus outside an organization's walls, in partnership with other firms) has been posed by scholars such as Henry Chesbrough.

In view of the continuing importance of innovation to competitive advantage and the fact that innovation has undergone radical transformation in how, where, when, and by whom it is conducted, it is important that there be a forum for interested scholars to present their research on this topic and interact with others who share an interest in the topic. That is the purpose of the third research symposium. We invite theoretical and empirical research papers as well as case studies on the symposium's theme of "Emerging Trends in Innovation."

Suggested Themes for Proposal

The following are suggested topics that would fit under the symposium's theme. This is not, by any means, an all-inclusive list and should not be construed as such.

- **Open innovation:** Authors such as Chesbrough and others suggest that organizations open up the innovation process via partnerships, alliances, etc. This is in contrast to the internal R&D department that was traditionally responsible for developing products. Organizations such as Procter and Gamble and IBM appear to have succeeded in this process. How different is this process from simply outsourcing innovation?
- **Research consortia:** this topic deals with consortium of organizations – public-private sector firms, customer-supplier firms, etc., being jointly involved in the innovation process. The role of universities, contract research organizations, trade associations, etc. would also be the focus here.
- **Disruptive technologies :** Clayton Christensen introduced this term in his book "Innovators' Dilemma." Disruptive technologies threaten and, very often, completely upstage current technologies. For Kodak, digital photography was a disruptive technology. This topic deals with all aspects of disruptive technologies, both from the point of view of the disrupting firm as well as the defending firm.

- **Outsourcing innovation:** What are the merits of performing innovation through outside firms? Can this be done successfully and with complete control? This topic deals with all aspects of innovation that is performed outside the firm.
- **Academic institutions as lead players in innovation:** This topic deals with issues such as commercial spinoffs using technology developed within academic institutions, cooperation between academic institutions and commercial firms, etc.
- **Knowledge management:** The collection, dissemination and use of knowledge is critical to competitive success. This topic deals with the entire gamut of issues related to the management of knowledge.
- **Creativity and its management:** The role of creativity in management is the focus. How do organizations manage creative people is one of the many topics of interest here.
- **The learning organization:** Why are some organizations better able to learn than others? What makes a learning organization? Concepts such as absorptive capacity, etc. are relevant here.
- **Process vs. product innovation:** This topic deals with issues (similarities and differences) in relation to developing innovative products versus innovation in organizational processes.
- **Standards battle and design dominance (Betamax vs. VHS; BluRay vs. HDDVD, etc.):** When new technologies emerge, there is very often a battle between competing technologies to become the *de facto* standard. This topic deals with issues related to technology standards.
- **Protecting innovation (intellectual property issues):** How do organizations protect and appropriate value from their innovations? Legal and management issues related to intellectual property is the focus here.
- **New product development teams:** What are the best practices in managing new product development teams? Both macro and micro issues related to these teams would be the focus here.

Proposal Submissions

Scholars are invited to submit research proposals/works in progress (summary that describes the research proposal, including the methodology in no more than two pages including figures and references) for a peer review to evaluate suitability. At the second stage, authors (whose proposals have passed the peer evaluation) may submit complete papers for consideration for inclusion in a book of the symposium's best papers.

Deadline for Proposals/Full Paper: January 31, 2010

Deadline for Full Papers for Consideration for Book: October 1, 2010

Program

June 17, 2010

Opening ceremony

Research presentations

June 18, 2010

Research presentations

Local experts' presentation of "Innovation in Spanish Business Context"

June 19, 2010

Corporate visits; tours

Registration Fees: \$100, payable to "Society for Global Business and Economic Development"

Abstracts/Papers should be sent to: cib@mail.montclair.edu

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