



WOIC 2021

8th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

Call for Papers

8th Annual World Open Innovation Conference (WOIC 2021)
with the theme:

“Building Successful Ecosystems Through Open Innovation”

and Special Section in *California Management Review (CMR)*

Location:

Eindhoven, The Netherlands

Dates:

December 8: Visit to the Brainport Ecosystem (optional)
December 9-10: Main conference at the High Tech Campus Eindhoven
December 11: Workshop program at Eindhoven University of Technology

Virtual Edition:

An online-only attendance option will also be offered (TBC)

Keynote Speakers:

Prof. Carliss Baldwin, Harvard Business School
Industry & policy keynotes TBC

Submission deadline for academic submissions:

August 15, 2021

Conference website:

www.worldopeninnovation.com

Introduction to the Conference Theme

We proudly announce our call for papers for the 8th 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: p. 17). It provides insights into how firms can harness inflows and outflows of knowledge to improve their innovation success (Bagherzadeh et al., 2020; Chesbrough, 2003, 2020; Zobel, 2017). During the last two decades, open innovation has had profound impact on both the practice and study of innovation (Dahlander et al., 2021; Randhawa et al., 2016; West & Bogers, 2014).

In parallel to open innovation becoming a central feature of innovation management, the concept of innovation ecosystems has also gained much attention from both research and practice (Adner, 2017; Granstrand & Holgersson, 2020). The two concepts—open innovation and innovation ecosystem—are closely related, since “every open innovation activity involves two or more actors, and a firm that engages in open innovation is part of [...] an innovation ecosystem” (Holgersson et al., 2018: p. 303). In general terms, the concept of ecosystem denotes “a group of interacting firms that depend on each other’s activities” (Jacobides et al., 2018: p. 2256) with the objective to develop a joint value proposition (Adner, 2006). In the face of innovation, one organization’s success will depend on the efforts of other innovators in its environment (Adner & Kapoor, 2010). Considering such innovation activities, it can be valuable to explore the links between open innovation and many of the available ecosystem concepts, including business ecosystems (Moore, 1993), entrepreneurial ecosystems (Acs et al., 2017), knowledge ecosystems (Scaringella & Radziwon, 2018), and platform ecosystems (Helfat & Raubitschek, 2018).

With this year’s conference theme—“Building Successful Ecosystems Through Open Innovation”—we want to highlight the potential of applying what we know about open innovation in order to build successful ecosystems. We will be better able to inform ecosystem research and practice by connecting it to other levels of analysis as we know from open innovation (Bogers et al., 2017). The broader set of literature should give ample opportunity to explore these links, with some examples being professional identities (Lifshitz-Assaf, 2018), organization design (Baldwin, 2012), communities (Fleming & Waguespack, 2007), technological architecture (Henkel et al., 2013), and contracting (Laursen et al., 2017). We also want to highlight the potential of applying what we know about ecosystems when studying and practicing open innovation. For example, an ecosystem perspective leads us to focus on relationships between different artifacts (Randhawa et al., 2021) and activities (Jacobides et al., 2018)—in addition to actors—and incorporates questions of competition and rivalry—in addition to collaboration—into our study of open innovation (Granstrand & Holgersson, 2020; Rietveld et al., 2019; Seran & Bez, 2021).

The ecosystem perspective thus reminds us of the need to research and manage open innovation at several different levels of analysis, and that in order to build successful ecosystems, open innovation must be managed across these levels (Bogers et al., 2017; Chesbrough & Bogers, 2014; West et al., 2014). This includes the governance of large sets of interdependent organizations working jointly towards joint value propositions (Adner, 2006); the use of technical platforms to enable innovation and/or trade (Baldwin & Woodard, 2009; Cusumano et al., 2019); the design of new business models (Saebi & Foss, 2015); and the management and development of interdependent individuals (Bogers et al., 2018b), projects (Bagherzadeh et al., 2021), data (Zuiderwijk & Janssen, 2014), and technologies (MacCormack et al., 2006). The importance of open and collaborative approach in addressing critical problems—including the COVID-19 pandemic—also remind us of the need to address broader and larger societal needs that span across actors, in addition to the business needs of an individual focal firm. Open innovation has played and will continue to play an important role in this societal progress (Contreras et al., 2020; McGahan et al., 2021; Price et al., 2020).

Why Participate in WOIC 2021?

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 open innovation in their organizations. In addition, we aim at engaging policy makers to better understand the opportunities and challenges associated with designing effective open innovation policy measures. A separate Call for Challenges, related to the conference theme, will be launched to identify relevant practical issues faced in managing innovation from an industry and/or policy perspective.

For the submission process, we welcome 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, with one prize for the best student paper and one for the best emerging scholar paper. We will also showcase those papers with most implications for practice. We will select those papers with most (potential) relevance for industry and/or policy, and we will invite the author(s) to pitch the practical insights of their research work to practitioners in a university/industry session. Paper with the highest rank for the managerial implications will be honored as the best managerial relevance paper.

In addition, the best papers submitted to 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)—see Bogers et al. (2018a, 2019) and McGahan et al. (2021) for the three previous Special Sections from earlier WOICs.

The 8th Annual WOIC will include keynote presentations, traditional research paper sessions, practitioner sessions, best-practice sessions, and other interactive sessions. This year we will, for the first time, add an additional day with a complete workshop program. A separate Call for Workshops will be launched to invite proposals for workshops (see more below). The workshops will be targeting academics at different stages of their career. Specifically, there will be a doctoral consortium for mid-to-late stage PhD students for which there will be a separate Call (see more below). Other workshops in earlier years included a Meet-the-Editors “Shark Tank” session, a paper development workshop, a funding workshop, and a teaching working—to provide an indication of what you may expect.

New: Virtual Track

While we are planning for a physical conference, we are also going to offer an online track. We learned a lot from having to host the conference virtually in 2020 due to the COVID-19 pandemic, and we are planning to permanently expand our virtual offering. This online-only virtual track will consist of, for example, streaming of plenary sessions, participation in moderated sessions, online networking, and virtual presentation and discussion of submitted papers. We believe that offering an online track will make our conference and community more accessible, including to those who may otherwise not be able to travel for the conference. The exact format of the online track conference will be announced later. Note that you will need to indicate during submission process whether you are submitting for the physical conference or the online track.

A Note on COVID-19

We will of course monitor the developments related to the COVID-19 pandemic. We are assuming that we will be able to organize a physical conference but if this is not possible, we will move to a fully online format or some blended form depending on the exact situation. In any case, we are offering an online track for those who already know they will prefer a virtual experience at the time of submission.

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. For example, we welcome submissions related to the following themes (see Bogers et al., 2017 for more details):

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)
 - Nature and outcomes of entrepreneurial opportunities that open innovation can enable to enact
 - Combinations of “open” and “closed” strategies
 - Intellectual property strategy
 - 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, governments)
6. *Related topic areas in this rapidly expanding field, e.g.,*
 - Technology, digitization and open innovation
 - Relation to other “open” concepts (e.g., open sources, open science, open access, open data, open innovation in science)
 - Open innovation and grand challenges (e.g., sustainability, COVID-19, mission-driven innovation)
 - Open innovation and entrepreneurship
 - Open innovation and standardization
 - Open innovation in different contexts (e.g., services, SMEs, international business)
 - Linking open innovation to broader theories of management or economics
 - New metrics or methodologies for studying open innovation

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 15). 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.* As part of the submission process, you will be asked to indicate 3 to 5 bullet points of managerial highlights that can be derived from the paper and that will be relevant for the practitioners participating in the conference (maximum 100 characters, including spaces, per bullet point). Submission that do not meet the requirements will be routinely rejected.

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 whether or not the submission fits the conference theme and, if it does not, 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. Papers may be accepted as traditional paper presentations or as a presentation in a more ‘developmental’ format (the exact format is to be determined once we can reach a final decision on whether the conference will be held in person or online).

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 qualitative feedback on each of the submissions (extended abstract or full paper) they review to give the authors some constructive comments for the further development of their papers.

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
- Managerial implications for open innovation practice and/or policy
- Clarity of writing
- Fit to conference theme (a fit to the conference theme is encouraged but not required for acceptance)

The reviewers will be asked to take into account whether the submission is an extended abstract 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 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. Authors who aim for the special section are encouraged to submit high quality research with clear managerial implications and to write the paper in line with the style of CMR (see <https://cmr.berkeley.edu/resources/submit/>).

In connection to the notification of accepted submissions to the conference, authors with papers shortlisted for the CMR special section will be notified and given the opportunity to improve their manuscripts before resubmitting them for the CMR review process on November 15. These papers will then be pre-screened by the CMR editors in parallel to the conference, and selected authors will be asked to improve their papers based on feedback from the CMR editors. The shortlisted papers will also be part of a developmental workshop that is organized during the conference (on Saturday, December 11, 2021), which authors of invited papers are required to attend. Feedback from this workshop can also be incorporated in the final version that invited authors can submit to CMR before December 31, 2021 (TBC). In case of questions, please contact Marcus Holgersson (marhol@chalmers.se).

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 a student during the year 2021) and the best paper by an emerging scholar (PhD awarded 2016-2021). 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 €500 cash reward and a free entry to next year's WOIC.

Call for Workshops

Following the WOIC 2021, a workshop program will take place on Saturday, December 11, 2021. The overall goal of the workshops is to offer an interactive way of sharing ideas, knowledge, and expertise—particularly around emerging questions and challenges in the field of open innovation—with the WOIC community to advance research through developing new ideas and projects. We invite researchers interested in organizing workshops to submit proposals. We welcome a broad range of topics related to open innovation as well as workshops on emerging research methodologies or teaching methods. We may also include paper development sessions, meet the editor sessions and/or other sessions focusing on a particular group of participants (e.g., Ph.D. candidates, junior faculty members, methodologists, and so on). Please send your proposal to mehdi.bagherzadeh@neoma-bs.fr no later than October 15, 2021. Applicants will be notified of the decision by October 31, 2021. For more information, please check our call for workshops at www.worldopeninnovation.com. In case of questions, please contact Mehdi Bagherzadeh at mehdi.bagherzadeh@neoma-bs.fr.

Call for Applicants for Doctoral Consortium

The WOIC 2021 Doctoral Consortium offers 12 doctoral students the opportunity to interact with and learn from experienced open innovation scholars. The consortium is aimed at mid- to late-stage doctoral students (i.e., completed about two years of their program) doing research in (or related to) the field of open innovation. As part of the consortium, doctoral students will have access to a dedicated pre-conference program on Wednesday, December 8, and tailored workshops on Saturday, December 11. Note that registering for the conference is required to be able to participate. We invite doctoral students interested in being part of the consortium to submit an application no later than October 15, 2021. Applicants will be notified of the decision by October 31, 2021. For more information, please check our

call for doctoral consortium applicants at www.worldopeninnovation.com. In case of questions, please contact Sharon Dolmans at S.A.M.Dolmans@tue.nl.

Call for Young Researchers as Moderators for Industry Sessions (Rapporteurs)

For WOIC 2021, we are looking for 5-6 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. Interested candidates can indicate their interest during the submission of their paper or abstract, and they will be selected based on the acceptance of their paper, with preference given to paper with higher score for relevance to industry (and, if needed, higher review score in general). Based on this, we will select 5-6 “rapporteurs” for the challenges. The selected candidates benefit from: 1) conference fee waiver; 2) Certificate of Completion as moderator. The rapporteurs’ duties include:

- Pre-conference research (result presented at the beginning of the challenge section along with the company’s background):
Before the conference, there will be one or more calls between each industry representative and the student rapporteur in order to: a) explain the challenge and allow scoped research; b) give feedback before the challenge (based on initial research); c) develop a more scoped challenge for the organizations, for example by drawing on network, potential case studies, etc.
- Activity during the conference:
The rapporteur: 1) is in charge of one challenge for which he/she will write the report as well as act as moderator, and 2) will moderate at least one other challenge.
- During the challenge:
The rapporteur will manage other moderators and gather their notes to be integrated into the report
- Activities after the conference:
Deliver a full report following a template, including: pre-conference research and background of the organization, challenge description, recommendations emerging from the WOIC session, conclusions, highlight bullet points with key takeaways. The inclusion of Rapporteurs’ names in the report will only be allowed if a full report is delivered.

If you are interested in applying, please indicate this during the submission of your extended abstract or full paper. In case of questions, please contact Maral Mahdad at maral.mahdad@wur.nl.

Pre-conference Day: Visit to High Tech Campus & Brainport

WOIC 2021 will take place in the heart of the Brainport region, which is a regional innovation ecosystem in the Eindhoven area. It is a renowned hotspot for open innovation. The conference itself will take place at the High Tech Campus, which has been recognized as the smartest square kilometer in the world (Romme, 2017). The campus is built around an ecosystem of 235 companies with a range of application fields. It is home to over 12.000 innovators, researchers, and engineers that create the technologies and businesses of the future. It has defined five key areas in which the campus and its residents orchestrate and lead the development of technology: Health & Vitality; Sustainable Energy & Storage; Software & Platforms; Applied Intelligence; Smart Environments & Connectivity. See www.hightechcampus.com for more details. The larger ecosystem is moreover supported by Brainport Development, which is an organization that provides local support in the region to attract international high-tech and manufacturing companies. It works together with companies, knowledge institutes, and public authorities as an independent party, and it is funded by all 21 municipalities within the Brainport region. See www.brainporteindhoven.com for more details. Together with the High Tech Campus and Brainport Development, we will be developing a pre-conference visit to expose interested attendees to the local ecosystem.

Important Dates:

- July 1, 2021: Submission website opens.
- August 15, 2021: Submission deadline for extended abstracts and full papers.
- September 30, 2021: Notification of accepted submissions.
- October 15, 2021: Registration deadline for accepted submissions.
- October 15, 2021: Deadline for Early Bird registration.
- October 15, 2021: Deadline for submitting workshop proposals.
- October 15, 2021: Deadline for applying to the doctoral consortium.
- October 15, 2021: Notification of acceptance to the doctoral consortium.
- November 15, 2021: Deadline for submitting shortlisted papers to the CMR special section.
- December 8, 2021: Visit to High Tech Campus & Brainport (optional).
- December 8, 2021: Pre-conference doctoral program (part of Doctoral Consortium).
- December 9-10, 2021: Conference dates.
- December 11, 2021: Workshop program.

Conference Fees:

- Early Bird: €495
- Early Bird student: €295
- Regular: €695
- Student: €495
- Online only: €195
- Pre-conference visit: €95

Notes: The Early Bird rate ends on October 15, 2021. To qualify for the student rate, you must be enrolled in a college/university program (including as PhD student) with a valid college/university email address. Proof may need to be submitted during registration or later. Those who wish to participate in the “online only” virtual conference will need to indicate this during the submission. The pre-conference visit is optional, and the fee will be added to the conference fee.

Organizing Team:

- Conference Chair: Marcel Bogers
- Founding Chair: Henry Chesbrough
- Academic Program Committee: Krithika Randhawa; Bob Walrave; Sea Matilda Bez; Asta Pundziene; Duygu Keskin; Vikrant Sihag; Rishi Bhatnagar; Gergana Romanova; Sunny Xu
- Industry Program Committee: Maral Mahdad; Michiel Pieters; Myriam Cloudt; Elke den Ouden; Aurelia Engelsberger; Chiara De Marco; Serena Flammini
- Workshop Program Committee: Mehdi Bagherzadeh; Sharon Dolmans; Isabelle Reymen
- Award Committee: Marcus Holgersson; Alberto Di Minin; Ann-Kristin Zobel; Ivanka Visnjic; Agnieszka Radziwon
- Communications & Digital Solutions Committee: Jonathan Sims; Arjan Markus; Jakob Pohlisch; Attabik Awan; Fernando Lit
- Local Support: Paul Wiegmann; Secretariat of the Innovation, Technology Entrepreneurship & Marketing (ITEM) group at Eindhoven University of Technology (Astrid Baltus; Bianca van Broeckhoven; Freke Sens)

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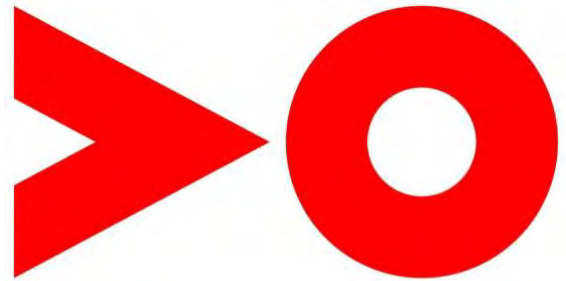
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