

Call for Book Chapters
“Bridging the gap: Innovation Brokerage in China”

Publishing: The book will be published with the World Scientific Asia-Pacific Business Series and distributed worldwide in printed and digital format through all major sales channels.

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Over the past 10 years, advancements in technology like AI, blockchain, and IoT have greatly impacted the business world (Crupi et al., 2022a), especially during the pandemic era (Lepore et al., 2021). These new technologies bring new chances for progress, but many firms, particularly SMEs, struggle to take advantage of them due to a lack of understanding and skills (Musiolik et al., 2020; Kamalaldin et al., 2021). To access external resources and cut costs, more and more companies are turning to Open Innovation (OI) (Chesbrough et al., 2006; Markovic et al., 2021; Obradovic et al., 2021). However, this approach also presents challenges, particularly in integrating different components in the digital realm (Gurca et al., 2021; Teece, 2018). To handle these challenges, innovation intermediaries have become more prevalent and crucial. These intermediaries can help link organizations, share technology-related knowledge, provide knowledge-based services, and offer policy advice (Crupi et al., 2020; Lepore and Spigarelli, 2020). These structures can also connect domestic actors to the foreign context (Compagnucci et al., 2021).

By specific looking at the innovation development experienced in China in the last decades bridging the innovation gap in China is a critical component for the country's continued economic growth and competitiveness. To bridge this gap, China is implementing various initiatives and policies, such as providing funding and support to SMEs and fostering a more favorable innovation environment through tax incentives and regulatory support.

The book will specifically explore the role played by innovation intermediaries in helping firms navigate the complexities of the country's fast-growing technological environment (Kaiji et al., 2022). These organizations take various forms, including government agencies, research institutions, and private consulting firms. They help firms access external resources, create knowledge links, and provide knowledge-intensive services. These intermediaries are particularly crucial in China, where the innovation system is undergoing significant changes, and firms face

challenges such as a lack of access to international networks and difficulty in securing funding (Crupi et al., 2022b). By bridging these gaps, innovation intermediaries are helping China's firms to tap into the country's vast innovation potential and build a more robust innovation ecosystem.

Schedule: The preliminary schedule is as follows:

- Chapter proposal (title and abstract) due: **November 15, 2023**
- Full chapters due: **January 30, 2024**
- The publication is anticipated to be released in Q3 2024

Target group:

Primary Market

- Business practitioners interested in the Asian region
- (Senior Level) Executives in charge of the Asian markets
- Business and management consultants
- Policy makers

Additional Market

- Academics and students in the field of business and management
- Academics and students interested in the Asian region (including business, economics, social sciences and cultural studies).

Required Word Count: There is no fixed required word count. The size of a chapter should be about 4000-6000 words, including images and references (this is only a rough guideline). Keep your chapter short and crisp! It is more about the quality than the quantity. The chapters may also be considerably smaller or somewhat more extensive if the topic requires it.)

Please feel free to reach out to us to discuss your ideas.

SUBMISSION GUIDELINES

Please submit your chapter proposal as an email attachment. A brief, one-page outline of your chapter identifying main sources of information and a one-page biography listing institutional affiliation and any other relevant information should be sent to: Dr. Antonio Crupi (crupi.antonio@unime.it) or Dr. Dominique Lepore (d.lepore@unimc.it)

Questions: Please do not hesitate to contact us should you have any question.

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