



## Call for papers

XIII GecSO Conference + X RRI Innovation forum

# Common knowledge and innovation

University of Strasbourg, 24-26 June 2020

On May 9, 1950, Robert Schuman delivered a founding speech based on the pooling of energy and economic resources that brought seven decades of peace to Europe. 70 years after these events, what are the major economic resources available to organizations and institutions?

Knowledge has long been described as the major resource that organizations mobilize to propel their innovations. If knowledge is the fuel that ignites creativity and innovation, organizations are the crucible.

The purpose of this conference is to examine the core competencies, knowledge, principles and values that organizations have in common. The recognition of these elements is a source of convergence of interests. The pooling of knowledge makes it possible to modernize, optimize production and reduce the economic cost of organizations, while taking care of improving the conditions of all the members of the organization.

The expected contributions for this conference can use all theoretical and methodological approaches in economics and management. No field of economics and management sciences is excluded, all forms of organizations and sectors of activity are possibly studied.

Contributions are expected to be on the economy and the management of innovation and knowledge.

The submission must be in one of the following 10 sessions:

### 1. Economics and Management of innovation

(Generalist Session)

### 2. Smart cities

(Thematic Session)

This special session proposes, through the prism of knowledge management theories, to contribute to recent debates on smart cities issues (Ismagilova et al., 2019, Israilidis et al., 2019). Submitted papers will aim to show how the knowledge management approach is enriching the literature on digital innovations that are developed and diffused in smart cities contexts, and is defined as a 'product, process or new business model incorporated or driven through ICTs' (Fichman et al., 2014, p.333). Submitted papers could focus on one of

the different smart cities' areas (smart mobility, smart transport, smart energy, open data, etc.). (Organizers: Amel Attour, Carine Dominguez-Péry).

### **3. Industry 4.0 and new ecosystems**

(Thematic session)

The way in which ecosystems of innovation emerge and adapt to the paradigm shifts triggered by radically new technologies such as industry 4.0 remains poorly understood. This session focuses on the relationship between industry 4.0 and changes in the ecosystems. (Organizers: Catherine Beaudry, Thierry Burger-Helmchen).

### **4. Artificial intelligence and innovation economics**

(Thematic session)

This session aims to gather contributions from economics of innovation scholars analyzing the impact of AI on technological and scientific trajectories, employment, economic performance of companies, regions and countries. This session is linked to a special issue for the *Journal of Innovation Economics and Management*. (Organizers: Stefano Bianchini, Tommaso Ciarli, André Lorentz).

### **5. Open innovation and SMEs: background, consequences and trajectories**

(Thematic session)

The objective of this session is to gather contributions improving understanding of the Open Innovation (OI) dynamics for SMEs, from adoption decisions to the modes of evolution of open innovation processes, as well as the strategic and tactical decisions that structure and differentiate these trajectories. Contribution proposals can be both theoretical and empirical and use both qualitative and quantitative methods. Particular attention will be given to a proposal tackling the following issues: OI adoption factors for the specific case of SMEs, the multi-level consequences of the decision to adopt OI for SMEs, the impact of the coherence/incoherence of the OI approach with the initial SME strategy, the role of time in transforming the decision to adopt OI into concrete implementation, etc. This session is linked to a special issue of the journal *Innovations, Revue d'économie et de gestion de l'innovation*. (Organizers: Romain Gandia, Guy Parmentier, Véronique Schaeffer).

### **6. Knowledge management and collaborative innovation challenges**

(Thematic session)

It is commonly accepted that an organization has to engage in collaborative innovation. These processes are at the same time a source of solutions and challenges for organizations (Garriga et al., 2013; Lifshitz-Assaf, 2018; Pollok et al., 2019; Ter Wal et al., 2017). Among these challenges, both the nature of investments to be made and the balance between local and remote collaboration efforts have to be addressed. (Organizers: Emilie Ruiz, Eric Schenk, Michela Beretta, Fernando Jose Garrigos Simon).

## 7. The "common" of sharing common knowledge

(Thematic session in French only). (Organizers: Jean Claude Coulet, Pascal Lièvre).

## 8. Knowledge management and organizational resilience

(Thematic session in French only). (Organizers: Mehran Ebrahimi, Jean Louis Ermine, Pascal Lièvre, Catherine Thomas).

## 9. Firm frontiers and collaborative innovation

(Thematic session)

To be agile and develop their knowledge capital companies seek to stimulate entrepreneurship, a source of creativity and innovation (Dupont, 2019; Boutillier, Uzunidis, 2016; Laperche, 2017). What organizational forms do these strategies take internally (participatory innovation, intrapreneurship, fablabs) and outside their borders (incubators, venture capital, labs)? A network economy is emerging, where knowledge emerges, spreads, and appropriates itself. New organizations are emerging in this context (innovation intermediaries, De Silva et al., 2018) and new roles for traditional tools such as IPRs (Baudry, Dumont, 2018). What are the consequences for the company's borders, strategies and innovation dynamics (Organizers: Sophie Boutillier, Jérémy Howells, Blandine Laperche, Martin Meyer).

## 10. Coordination and Innovation: Re-evaluate the role of common knowledge

(Thematic session)

The development of common knowledge faces a number of obstacles. First, the development of common knowledge can be extremely time-consuming, costly, or even impossible in some contexts, especially when the knowledge to be shared is extremely diverse and specific (Bruns, 2013, Tuertscher, Garud and Kumaraswamy, 2014), or when time is short (Kellogg, Orlikowski and Yates, 2006). Contributions are expected to be non-exclusive on the re-evaluation of the role of common knowledge, in different contexts ranging from globalized value chains to knowledge dynamics. This session is linked to a special issue of *FCS* (Organizers: Cécile Ayerbe, Pierre-Jean Barlatier, Olivier Dupouët).

### Contribution format

Contribution proposals should be submitted as extensive summaries of **1,500 words** (bibliography included).

The extended abstracts must be anonymous and sent in pdf format.

The cover page will indicate the title of the communication.

They are to be uploaded on the dedicated platform [strasbourg2020.sciencesconf.org](https://strasbourg2020.sciencesconf.org) (open in January 2020)

During submission, the author must pre-select a workshop.

### Deadlines

Deadline for submission of extended abstracts: February 10, 2020

Selection Committee response: April 15, 2020

Deadline for registration: May 1, 2020

## **Agenda :**

Doctoral pre-conference: June 24, 2020

<https://strasbourg2020.sciencesconf.org/resource/page/id/3>

Conference June 25 + 26, 2020.

## **Keynotes**

Catherine Beaudry, Polytechnique Montréal

Ben Spigel, Université d'Edinbourg, Business School

Keld Laursen, Copenhagen Business School

## **Organization committee :**

The conference is organized by the Creativity - Science - Innovations team of the BETA laboratory and the Entrepreneurship and Management of Change team of the Humanis laboratory.

Jean-Philippe Bootz (Humanis, EM Strasbourg) ; Thierry Burger-Helmchen (BETA, Université de Strasbourg) ; Claude Guittard (BETA, Université de Strasbourg) ; André Lorentz (BETA, Université de Strasbourg) ; Julien Pénin (BETA, Université de Strasbourg) ; Emilie Ruiz (BETA, Université de Strasbourg) ; Véronique Schaeffer (BETA, Université de Strasbourg) ; Eric Schenk (BETA, Université de Strasbourg).

## **Scientific committee:**

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