Strategic Interest 06 – Innovation (INNO)

http://www.euram-online.org/annual-conference-2018.html.

Dear EURAM members and friends,
With our theme **Research in Action**, we invite you to participate in a debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST 06.08 Digital Innovation:
Strategies, Competencies, Theories, and Practice

Corresponding Proponent:

Versailles, David W., Paris School of Business (PSB) France, dwv@newpic.fr

Proponents:

Canals, Agusti, Univerdad Oberta de Canalunya (UOC) Spain, acanalsp@uoc.edu
Cohendet, Patrick, HEC Montréal, Canada, patrick.cohendet@hec.ca
Mérindol, Valérie, Paris School of Business (PSB) France, vm@newpic.fr
Schiavone, Francesco, Parthenope Univ. Naples, Italy, schiavone@uniparthenope.it
Wilkens, Uta, Ruhr-Universität Bochum, Germany, uta.wilkens@rub.de

Short Description

New organizational challenges arise when accommodating digital innovation; it characterizes either with the use of digital technologies during the innovation process, or with the outcome of innovation. Digital innovation modifies the ways of working and how people use technology in the management of innovation. It carries organizational challenges in relation with the firm's capacity to coordinate knowledge and resources between large varieties of stakeholders. It offers also new opportunities to build links with external stakeholders and resources, which amplifies the opportunities for open innovation.

We expect several types of contributions (yet not limited to): workplace and work practices; organizational structure; emergence of new roles in resources orchestration and knowledge

articulation; critical competences to facilitate coordination and creativity; the role of technological artifacts; and the elaboration of new business models.

Long Description

New challenges arise when accommodating digital innovation; it characterizes either with the use of digital technologies during the innovation process, or with the outcome of innovation (Nambisan et al 2017; Yoo & al, 2012). Digital innovation covers for instance big data, extracting knowledge from data, machine learning, etc.

First, digital innovation changes how people work and use the technology. Digital economy features patterns of both dispersion and concentration of knowledge (Grandadam et al., 2013; Howells, 2012). The volume of freelancers and start-ups increases; they develop their activities in new physical space such as coworking spaces and fablabs. Large companies introduce new ways of working; they also downsize the office surface because numerous employees work on the clients' premises or remotely. Thus implies also the development of new competences in the cognitive, functional and social domains that are all affected by the introduction of digital technologies throughout the companies. A significant body of literature in management science investigates skills and profiles to facilitate coordination, but these concepts are barely linked to the discussion of digital innovation: facilitators, gatekeepers (Tuschmann, 1990), boundary spanners (Hsiao et al 2012). Teece (2014; 2016) discusses managerial capabilities and the importance of entrepreneurial skills but few investigations address the competencies of other key players, especially in the context of digital innovation.

Second, digital innovation implies key organizational challenges in relation with the firm's capacity to coordinate knowledge and resources between large varieties of actors in different ecosystems. In the knowledge based approach, firms are supposed to coordinate specialized knowledge (Grant 2013). With the digitalization of innovation, firms have to acquire a new capacity to rapidly articulate and rearticulate distant knowledge located inside and/or outside their boundaries. In the dynamic capabilities perspective (Teece 2007), digital innovation requires the redesign of resources orchestration and, at the same time, influences the ways how firms sense, seize and reconfigure resources. Digitalization complexifies the management of creativity and innovation by expanding the number of actors present in the process. It requires fluidity and an ability to experiment fast and early in the process (Yoo et al 2012). The management of innovation in digitalization contexts remains however less stable than in traditional projects: technologies, goals, and stakeholders can change rapidly. People do not work on fixed products and well-bounded questions (Nambisan et al, 2017). All these challenges draw the path towards organizational transformation as it is described by Schreyogg et al (2010) and Hirschhorn and Gilmore (1992): firms need to develop organizational fluidity. They have to commit to boundary less organizational processes.

Third, digitalization in innovation also offers new opportunities to build links with external stakeholders and resources, which amplifies the opportunities for open innovation (Nambisan et al, 2017). Established firms and startups install new business models, combining new knowledge and resources made available by digital technologies (Yoo et al. 2012). Traditional sectoral frontiers blur (Nambisan et al, 2017). Digital platforms imply new way to create and capture value (Teece, 2010). This also challenges the operational work due to disruptive work flow innovation.

We expect several types of contributions in order to appraise these transformations. Questions/topics of interest include, but are not limited to the following:

- Change of workplace and work practices to develop digital innovation;
- Organizational structure, ways of working and digital culture;
- Transformation path in-between disruptive change and "gentle slopes";
- Emergence of new roles and tools to support resources orchestration and knowledge articulation in the context of digitalization;
- Critical competences to facilitate coordination and creativity for digital innovation;
- Knowledge diversity, creativity and digital innovation;
- Technological artefacts and boundary objects as tools of coordination to develop digital innovation;
- Dynamic capabilities, entrepreneurial and managerial capabilities in the context of digital economy;
- User centric approach, open innovation and digital innovation;
- New business models for large and small companies in the digital economy.

Publishing Outlets:

European Management Review,
Technology Analysis and Strategic Change,
Management decision,
Journal of Knowledge management

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can** *submit* **and** *present* **only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.

5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the European Management Review Style Guide.
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done online on the EURAM 2018 website (open as of 1 December 2017: see http://www.euram-online.org/annual-conference-2018.html.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.