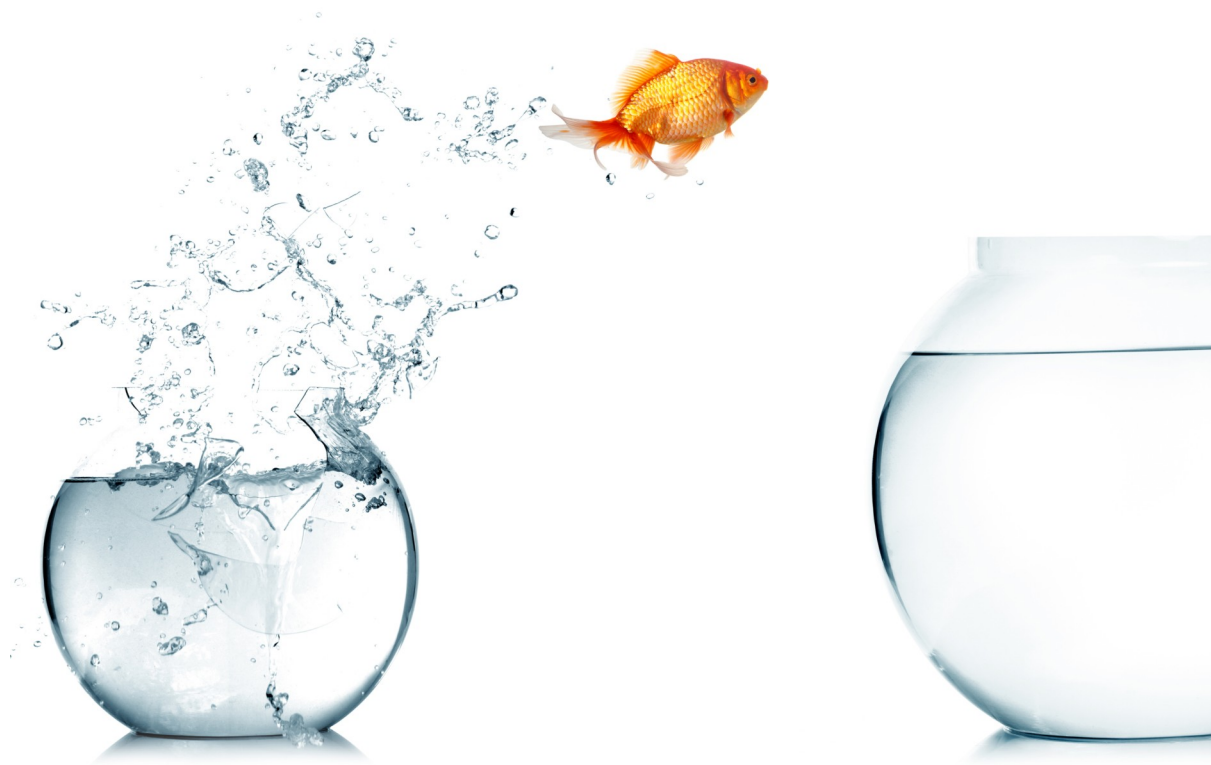


CHAIR
NEW PRACTICES
FOR INNOVATION
AND CREATIVITY
NEWPIC



PRESENTATION OF THE NEWPIC CHAIR

Mission statement

Innovation represents a key dimension of competition for both territories and the industry. The management of innovation has been sharply transformed by the perspectives introduced by the economy of knowledge. From the emergence of new ideas to value creation, repositioning the management of innovation has become a necessity. Change locates a multiple levels: structures and processes, individual and collective practices in the industry, in territories and in ecosystems.

These new perspectives require a comprehensive investigation of the new drivers ruling upon the management of innovation and the transfer of key knowledge assets, at individual and collective levels. Such an evolution in the industry also impacts the role of public policies, and the tools mobilized for supporting innovation and creativity. They incur new approaches for the appraisal of the role of territories, and of collective initiatives in ecosystems.

The newPIC chair specializes in the investigation of the micro-foundations of innovation and creativity: it addresses the emergence of new ideas and their appropriation by actors and stakeholders; it also covers the whole process of value creation.

The newPIC chair investigates the specificities of contexts, territories and industry sectors in order to singularize innovation processes, best practices and business models.

Different contexts and application domains are covered: cosmetics, kitchen appliances or aeronautics, Space, Defense and Security.

The newPIC chair follows a triple activity:

- Initial education at the ESG Management School, and executive education, on topics in relation the management of innovation and creativity;
- Research projects and expertise missions supporting private and public actors on the evolution of innovation and creativity processes, with the implementation of action-research projects, and the organization and facilitation of brainstorming groups;
- Diffusion of results in academic networks (contributions to conferences, publication in journals and in books), in institutional networks (preparation of "white papers" or research monographs), and in industry-related networks (blogs and newsletters aimed at the industry or wide dissemination).

Research orientations

- **Global firms:** the industry organizes very often with ecosystems where open innovation and co-creation practices associate with cooperation. New paths are now available in ecosystems for value creation in reference to innovation. The newPIC chair investigates therefore the consequences of open innovation and cooperation as regards the use of communities, fab labs, open labs, and their consequences on managerial practices. The newPIC chair also aims at identifying key drivers and processes at the level of project teams and in the dynamics of knowledge transfers.
- **Territories** have become a key issue for creativity and innovation because of the importance of platforms and infrastructures, and of communities and co-creation spaces. They represent a major dimension in the elaboration of public policies supporting innovation.
- **Hybridization contexts:** Creativity and innovation relate to the combination of experience and of knowledge emerged in different domains/contexts. The chair will investigate the actual processes for the articulation and transfer of knowledge, or co-creation between contexts, such as the hybridization between the worlds of art/culture and of technological firms, between design and management, between public research and the industry.

NEWPIC ACTIVITIES

Lectures

The newPIC chair faculty members lecture for a series of specializations in the ESG MS Master programs (M1+M2) : Business consulting, Marketing, MSc Management by design, and electives in the Management of art and culture.

Academic research

We disseminate our research results at conferences and in academic journals. The newPIC chair targets more specifically the annual conferences of the *Strategic Management Society (SMS)*, the *European Group for organizational studies (EGOS)*, the *French Association internationale de Management stratégique (AIMS)*, the *R&D management association* or the *International Society for professional innovation management (ISPIM)*.

Some 2013-2014 publications

- Capdevila I. (2014) "How Can City labs enhance the citizens' motivation in different types of innovation activities", *City Labs Workshop - International Conference on social informatics 2014*.
- Mérindol V. (2014) "Technologie de l'information et variété des formes de co-création : un nouveau paradigme pour la Défense américaine" *Gérer et Comprendre* (sous presse)
- Mérindol V. (2014) "Le brevet comme outil stratégique des entreprises : une nouvelle capacité organisationnelle ?", *Revue Internationale de Management et Stratégie* (juin)
- In 2013, we contributed to the Druid Conference (Copenhagen), the 29th EGOS conference (Montréal), and the Strategic Management Society regional conference held in Lausanne (Lake Geneva, Switzerland).

Recent projects commissioned by institutions and the industry

- Research project on the (civilian-military) dual-use of technologies and the management in innovation in the Defense industry, commissioned by the French Ministry of Defense (OED), executed in close collaboration with THALES (2013-2014);
- Executive education seminars on the dynamics of innovation in the economics of knowledge, commissioned by the French governmental Caisse des Dépôts et des Consignations (2014);
- Research projects currently under development with SEB, L'OREAL, and the companies committed to the CPI program (with STRATE) (2014-2015);
- Forthcoming in 2015: organization and facilitation of a multidisciplinary group on 'Open Labs in France' with the FUTURIS platform of the French 'Association nationale de la Recherche et de la Technologie' (ANRT).

ADVISORY BOARD

Academics

- **Thierry BURGER-HELMCHEN**
Strasbourg University
- **Agustí CANALS**
Universitat Oberta de Catalunya
- **Patrick COHENDET**
HEC Montréal
- **Nicolai J. FOSS**
Copenhagen Business School

Industry

- *TBD*
- *TBD*
- *TBD*
- *TBD*

ACADEMIC COOPERATIONS

- **BETA**,
Strasbourg University
- **I-Space Institute LLC**,
research foundation affiliated
with the Snider Entrepreneurial Research Center
at Wharton Business School
- **MOSAIC**,
HEC Montréal
- **STRATE**
college of Design, Studialis group

NEWPIC CO-DIRECTORS

Dr (Hab) Valérie MÉRINDOL



eMail: vm@newpic.fr
twitter: [@vmerindol](https://twitter.com/vmerindol)
gsm: +33 (0) 617 09 06 43

Professor at ESG MS
Dr (political science), Habilitation/HDR (management)

Valerie authored 25+ articles published in journals and edited books, and 5 books. Valerie has contributed as principal investigator and/or project manager to 15+ research projects commissioned by French institutions or by the industry, in relation with the management of innovation and the management of knowledge.

Dr (Hab) David W. VERSAILLES



eMail: dww@newpic.fr
twitter: [@dwv13](https://twitter.com/dwv13)
gsm: +33 (0) 609 52 54 56

Professor at ESG MS
Dr (economics), Habilitation/HDR (economics)

David authored 25+ articles published in journals and edited books, 1 book and 2 guest editorships for CNRS-ranked journals. David develops a twin activity as consultant and faculty. In the academic domain, he contributed as principal investigator and/or project manager to 20+ research projects commissioned by public bodies or the industry in the domains of industrial organization, the management of technology, and the strategic management of knowledge.

ESGMS CONTRIBUTORS TO NEWPIC PROJECTS

- Dr Nicolas AUBOUIN (organizational behavior and corporate social responsibility)
- Ekaterina BESSON, PhD. (corporate strategy and business ethics)
- Ignasi CAPDEVILA, PhD. (organizational behavior and innovation management)
- Karim ERRAJAA (experiential marketing)
- Dr Olivier LAMOTTE (international economics)
- Dr Alexandra LE CHAFFOTEC (network economics)
- Jean-Paul SUSINI, PhD. (corporate strategy and supply chain analysis)

EXTERNAL CONTRIBUTORS TO NEWPIC PROJECTS

- Dr Ioana OCNARESCU (industrial engineering), Designer, STRATE
- Pr Patrick LLÉRÉNA (innovation economics), Strasbourg University
- Frédérique PAIN, Designer, STRATE

address
59 rue Nationale - F-75013 Paris

twitter: [@cnewpic](https://twitter.com/cnewpic)
web: www.newpic.fr
fax: +33 (0) 1 777 25 233

Linked-In: <http://www.linkedin.com/company/newpic-chair-esgms>

www.esgms.fr