



WOIC 2022

9th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

Call for Papers

9th Annual World Open Innovation Conference (WOIC 2022)

with the theme:

“The Human Side of Open Innovation”

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

Location:

Eindhoven, The Netherlands

Dates:

November 14: Visit to the Brainport Ecosystem (optional)

November 15-16: Main conference at the High Tech Campus Eindhoven

November 17: Workshop program at Eindhoven University of Technology (optional)

Virtual Edition:

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

Keynote Speakers:

Academic keynotes TBC

Industry & policy keynotes TBC

Submission deadline for academic submissions:

July 1, 2022

Submission deadline for best practice submissions:

September 10, 2022

Conference website:

www.worldopeninnovation.com

Introduction to Open Innovation and the Conference Theme

We proudly announce our call for papers for the 9th Annual World Open Innovation Conference (WOIC). Open innovation refers to “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries” (Chesbrough & Bogers, 2014: p. 17). It has shown to benefit firms in harnessing inflows and outflows of knowledge to improve their innovation success (Bagherzadeh et al., 2020; Chesbrough, 2003, 2020a; Zobel, 2017). The importance of open innovation has only increased in this era of (post) pandemic recovery, as can be seen responses such as Medtronic openly sharing its ventilator design online (Chesbrough, 2020b), Ford’s collaboration with the United Auto Workers, GE Healthcare and 3M to build ventilators (Dahlander & Wallin, 2020), AirAsia developing its ecosystem by building a new digital infrastructure in parallel to their core business (Radziwon et al., 2022), or the Pan-European hackathon ‘EUvsVirus’ which facilitated thousands of new partnerships and dozens of impactful solutions in response to the pandemic (Bertello et al., 2022).

While extant research has exposed many attributes of open innovation (Dahlander et al., 2021; Randhawa et al., 2016; West & Bogers, 2014)—including its costs and downsides (Faems et al., 2010; Laursen & Salter, 2006; Stefan et al., 2022)—we still lack an understanding of how it functions across levels of analysis (Bogers et al., 2017). A particularly important gap in this respect is the human factor or “microfoundations” of open innovation (Ahn et al., 2017; Badir et al., 2020; Bogers et al., 2018b; Salter et al., 2015).

With this year’s conference theme—“The Human Side of Open Innovation”—we want to highlight the potential of applying what we know about human resources, cognition, behavior and other individual-level attributes to open innovation practices, uncovering how we might embrace the knowledge of microfoundations for lasting open innovation impact.

Unpacking the human factor in open innovation may relate to, for example, the impact of the open innovation model on R&D professionals and their work (Lifshitz-Assaf, 2018), how individuals cope with open innovation (Salter et al., 2014), how people’s abilities and efforts can influence exploration-exploitation processes (Lowik et al., 2017), how human resource management can create an open innovation mindset (Engelsberger et al., 2022), and in general how cognitive tendencies can explain behavioral responses in open innovation (Bez & Chesbrough, 2021; Bhimani et al., 2022; Burcharth et al., 2014; Hannen et al., 2019). At the same time, some studies have focused on contextual elements that can influence engagement and performance of employees in open innovation practices, such as in the domains of leadership influence (Engelsberger et al., 2021; Rangus & Černe, 2019) or the role of gatekeepers and change agents (Remneland Wikhamn, 2020; Ter Wal et al., 2017).

By focusing on the human side of open innovation, we also call for more micro-level studies to form the base of the human cognition and behavior—examining the way the mind functions—in the face of open innovation. Previous research has started to conceptualize open innovation performance on the employee level, and introduced knowledge sourcing and sharing (KSS) as a new concept (Engelsberger et al., 2021; 2022). To fully grasp the microfoundations of open innovation, we need more attention to the role of perceptions, attitudes, affect, and mindset of individual actors in purposeful KSS. Insights from work in this area can help us understand what biological, cognitive and behavioral factors fuel true and lasting open innovation outcomes. It can also help uncover how cognitive-emotional plasticity, mental states and self-regulatory mechanisms guide individuals’ (false) beliefs, sense of fairness, judgement, physiological responses, and behavioral defenses in open innovation activities, among others. So far, we have merely scratched the surface, and we need to open up more to understand the cognitive, social, and behavioral determinants of open innovation processes and outcomes at individual, team, group, and community-level of analysis (Bigliardi et al., 2021; Bogers et al., 2017).

Why Participate in the WOIC?

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. We combine traditional paper presentations with challenge workshops and best practice sessions, to facilitate the cross-fertilization of research and practice—linking the latest theoretical insights with current experiences from industry and policy. We therefore call for submissions of not only research papers (deadline: July 1, 2022) but also best practice presentations (deadline: September 10, 2022) with the aim to bridge theory and practice, while there is a separate process for those organizations that wish to sponsor a challenge session.

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 best practice session.

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. (2019; 2018a), McGahan et al. (2021) and Holgersson et al. (2022) for previous Special Sections from earlier WOICs.

The 9th Annual WOIC will include keynote presentations, traditional research paper sessions, practitioner sessions, best practice sessions, and other interactive sessions. It will also include a Doctoral Consortium and other workshops. 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. The Doctoral Consortium targets 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.

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 both 2020 and 2021 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 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 (see above).

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

Submission of Academic Papers

We invite submissions of either extended abstracts (1,500-3,000 words, including all text in body, tables, figures, references, etc) or full papers (5,000-10,000 words, including all text in body, tables, figures, references, etc) for empirical or conceptual papers — with theoretical and/or managerial implications (both due on July 1). 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 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 based on 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 as reviewers. The reviewers will also be asked to provide 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 consider 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.

New Submission Type: Best Practice Presentation

As the aim of our conference is to bridge (and create impact across) research and practice, we invite practitioners to share their best practices, to be discussed with a diverse audience so that academia and industry/policy can learn from and advise each other. Our conference offers a platform for practitioners to get insights about the most recent academic knowledge on open innovation, hopefully leading to further implications to improve their daily work. The Best Practice sessions will then allow practitioners to share their state-of-the-art practices, with the aim to further improve them and for researchers to learn from practice and translate this into new research questions and projects. With the assumption that theory and practice can best develop when research works together with industry and policy, the Best Practice session offers a platform to do exactly that. While submissions in relation to the conference theme are strongly encouraged, this is certainly not a requirement as we welcome a broad range of practices related to open innovation.

A Best Practice submission should include the name of the organization in the title, the name of the author(s) who will present in the session if accepted, and a description of the best practice that will be presented. We expect a 1-2 page description of the “best practice” (and the organization(s) it is linked to) or a slide deck of maximum 10 slides. The submission deadline for the Best Practice is September 10, 2022, and it should be submitted by sending an email to Aurelia Engelsberger (aurelia@omindplatform.com), who is also the contact person for any questions. Please also indicate whether you are planning to attend the physical conference or virtual track. Notification of acceptance can be expected by September 25, 2022. Registration to the conference is a prerequisite for presentation. Note that the Rule of One does not apply to Best Practice submission but in case of capacity constraints priority will be given to those presenters who do not yet present an academic paper.

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 July 1, 2022 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 in line with CMR’s aims and scope (see <https://cmr.berkeley.edu/about/publication-information/>).

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 October 31, 2022. 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 November 17, 2022), 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 by December 10, 2022 (TBC). For these final submitted papers, we will ask the authors to write them in line with the style of CMR (see <https://cmr.berkeley.edu/resources/submit/>). 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 2022) and the best paper by an emerging scholar (PhD awarded 2017-2022). 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.

Workshop Program

Following the WOIC 2022, a workshop program will take place on Wednesday, November 17, 2022. The overall goal of the workshops is to offer an interactive way of sharing ideas, knowledge, and expertise with the WOIC community to advance open innovation research and beyond. Besides exploring emerging themes and challenges in the field of open innovation, earlier workshops have focused on topics like methods, teaching and funding. The program typically also includes “meet the editor” and paper development sessions. In addition, there will be a separate Doctoral Consortium for PhD students (see below). We do not have a formal call for workshops but anyone who would like to propose an idea is welcome to contact Mehdi Bagherzadeh (mehdi.bagherzadeh@neoma-bs.fr), also for any other questions about the workshop program.

Call for Applicants for Doctoral Consortium

The WOIC 2022 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 Monday, November 14, and tailored workshops on Wednesday, November 17. 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 apply no later than October 1, 2022. Applicants will be notified of the decision by October 15, 2022. For more information, please check our call for doctoral consortium applicants at www.worldopeninnovation.com. In case of questions, please contact Sharon Dolmans (S.A.M.Dolmans@tue.nl).

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

For WOIC 2022, we are looking for 5-6 junior researchers (PhD students or postdoc) 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 will benefit from: 1) conference fee waiver; 2) short training from WOIC Industry Program Committee; 3) 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 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) oversees one challenge for which he/she will write the report as well as act as moderator, and 2) moderates at least one other challenge.

- During the challenge:
The rapporteur manages other moderators and gathers 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 Duygu Keskin (d.keskin@tue.nl).

Conference Location & Pre-conference Day

WOIC 2022 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 Brainport Development, we will be developing a pre-conference visit to expose interested attendees to the local ecosystem (see www.worldopeninnovation.com for more details).

Important Dates

- June 1, 2022: Submission website opens.
- July 1, 2022: Submission deadline for extended abstracts and full papers.
- September 5, 2022: Notification of acceptance for academic paper submissions.
- September 10, 2022: Deadline for submitting the Best Practice presentation.
- September 25, 2022: Notification of acceptance Best Practice presentation.
- October 1, 2022: Registration deadline for accepted submissions.
- October 1, 2022: Deadline for Early Bird registration.
- October 1, 2022: Deadline for applying to the doctoral consortium.
- October 15, 2022: Notification of acceptance to the doctoral consortium.
- October 31, 2022: Deadline for submitting shortlisted papers to the CMR special section.
- November 14, 2022: Pre-conference doctoral program (part of Doctoral Consortium).
- November 14, 2022: Visit to High Tech Campus & Brainport (optional).
- November 15-16, 2022: Main conference dates.
- November 17, 2022: Workshop program & Doctoral Consortium.

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 1, 2022. 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 submitting 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; Vikrant Sihag; Rishi Bhatnagar; Gergana Romanova; Sunny Xu; Hardik Bhimani
- Industry Program Committee: Aurelia Engelsberger; Duygu Keskin; Maral Mahdad; Michiel Pieters; Chiara De Marco; Serena Flammini; Elke den Ouden; Myriam Cloodt
- 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: Jakob Pohlisch; Arjan Markus; Attabik Awan; Fernando Lit; Marisol Menendez; Ana Orelj; Jonathan Sims
- Local Support: Paul Wiegmann; Secretariat of the Innovation, Technology Entrepreneurship & Marketing (ITEM) group at Eindhoven University of Technology (Astrid Baltus; Bianca van Broeckhoven)

Partners and Sponsors



Research

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