



WOIC2025

12th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

Call for Academic Papers

**12th Annual World Open Innovation Conference (WOIC 2025)
with the theme:**

“Open Innovation in Times of Uncertainty”

and Special Section in California Management Review (CMR)

Location: Bilbao, Spain

Dates:

November 4, 2025: Doctoral Consortium (optional)

November 5-6, 2025: Main Conference

November 7, 2025: Local Visit (optional)

www.worldopeninnovation.com

Submission Guidelines for Academic Papers: Extended Abstracts & Full Papers

The World Open Innovation Conference (WOIC) brings together academia, practice, and policy to discuss the latest findings, trends, and tools in open innovation (OI). Open innovation refers to “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries” (Chesbrough & Bogers, 2014). It has proven to be a key driver in harnessing inflows and outflows of knowledge to improve innovation success (Chesbrough et al., 2024).

Research has so far exposed many attributes of open innovation (Dahlander et al., 2021; Randhawa et al., 2016; West & Bogers, 2014), and it has been used in varied contexts, ranging from individual to organizational to ecosystem and to national levels of analysis (Bogers et al., 2017; Majchrzak et al., 2023). For example, there has been attention for the impact of the open innovation model on R&D professionals and their work (Lifshitz-Assaf, 2018), management in open innovation projects (Ter Wal et al., 2017), open innovation within high-tech & low-tech industries as well as large organizations and small-medium enterprises (Badir et al., 2020; Remneland, 2020), the human side of open innovation and human resource management (Engelsberger et al., 2022, 2023; Bogers et al. 2018), value creation and capture through open innovation (Bez & Chesbrough, 2021; Majchrzak et al., 2023), addressing societal challenges through open innovation (Bertello et al., 2022; Chesbrough 2020; Radziwon et al., 2022), and the creation and untangling of relationships on firm, technology and individual levels as innovation processes open and close over time (Zobel, 2017, Holgersson et al., 2022a).

This year’s theme, “*Open Innovation in Times of Uncertainty*,” explores how organizations, policymakers, and researchers can leverage open innovation to navigate complexity and co-create solutions in an unpredictable world. We invite academic insights, real-world cases, and forward-

thinking discussions on how Open Innovation can foster adaptability and resilience to anticipate disruptions, manage risks, and drive sustainable growth in uncertain times. Join us as we ask: Join us at this year's WOIC, and contribute to the ongoing conversation around open innovation as we ask: *Can open innovation turn uncertainty into opportunity?*

We welcome submissions of both *traditional research papers* and those with a *managerial or policy orientation*. From the accepted submissions, we will select two academic award winners: one prize for the best student paper and another for the best emerging scholar paper (see section Academic Awards below). In addition, high quality conference papers of clear relevance to managers will be considered for a Special Section of *California Management Review* (CMR), after further review (see section Special Section in California Management Review)—see Bogers et al. (2019), McGahan et al. (2021), Holgersson et al. (2022b), and Majchrzak et al. (2023) and Holgersson et al. (2024) for previous Special Sections from earlier WOICs.

Submissions may be in the form of:

- extended abstracts (1,500-3,000 words, including all text in body, tables, figures, references, etc);
- full papers (5,000-8,000 words, including all text in body, tables, figures, references, etc).

Both empirical and conceptual papers with theoretical and/or managerial implications are welcome. *Please note that the abstracts/papers related to the conference theme are encouraged but this is not a requirement.* During the submission process, authors need to indicate 3 to 5 bullet points of managerial highlights of their paper that are relevant for practitioners participating in the conference (maximum 100 characters, including spaces, per bullet point). Submissions that do not meet the requirements will be routinely rejected. Please refer to the important dates section below for the submission deadline.

Authors who submit accepted extended abstracts are not required to provide a full paper; only one submission is necessary. However, only full papers will be considered for awards and/or inclusion in the CMR special section. During the submission process, authors can explicitly indicate whether the submission fits the conference theme or one of the “open innovation topics” (see *possible topics for submissions* below) 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, and stage of development. Please note that as the conference is the world open innovation conference, any paper not related to Open Innovation will be considered out of the scope and rejected.

The submissions will be reviewed by the WOIC Editorial Board. We also ask submitting authors and/ co-authors whether they are willing to help as reviewers. Reviewers will consider whether the submission is an extended abstract or a full paper. Reviews of all papers will be first done by a fixed editorial board before being sent out to multiple reviewers. All submissions will be reviewed by multiple reviewers 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 open innovation

Submissions should describe completed (rather than planned) research, and submitted drafts should in themselves 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. Extended abstracts and full papers that are accepted for presentation at the conference will be shared among the conference participants. Authors whose papers

are accepted for the conference are expected to act as a discussant for at least one academic paper session. Please note that at this moment there is no plan to have an open-access publication of the paper in a proceeding format. For any submission-related queries, please e-mail WOIC Academic Team (woic-academic-team@tue.nl).

“Rule of One”

Each author may submit only one paper as the main presenter. Multiple submissions by the same author are allowed if each paper is presented by a different co-author. Please note that presenters of accepted academic papers must register for the conference before the registration deadline. Otherwise, their papers will not be included in the main conference program.

Online Track

While we are planning for an in-person conference, we will also offer an online track. This online-only track may include streaming of plenary sessions, participation in moderated sessions, online networking, and virtual presentation and discussion of submitted papers. We believe this hybrid approach enhances accessibility, particularly for those unable to travel. The exact format of the online track will be announced later. *During the submission process, authors must indicate whether they are submitting for the in-person conference or the online track.*

Possible Topics for Submissions

Besides specific submissions in relation to the 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:

- *Open innovation behavior and cognition, e.g.,*
 - Individual-level attributes and behaviors associated with OI (e.g., identity, commitment, motivation, resistance to change, communication and learning)
 - Microfoundations of OI and related topics
 - The human side of OI, and the role of human resource management
- *Open innovation strategy and design, e.g.,*
 - Formal and informal organizational structures for OI
 - Project-level attributes related to OI strategy and design (e.g., project complexity)
 - Nature and outcomes of entrepreneurial opportunities that OI can enable to enact
 - Combinations of “open” and “closed” strategies
 - Intellectual property strategy
 - Business model innovation
- *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
- *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
- *Open innovation policy & governance, e.g.,*
 - The design, implementation, and effects of policies for OI
 - New forms of democracy and collaborative public management (e.g., cities, governments)

- *Open innovation and technology*
 - Technology-driven OI (use of OI for Big Data, AI, deep-tech innovation)
 - Emerging technologies for OI practices
 - Technology, digitization, and OI
- *Open innovation and grand challenges*
 - OI and sustainability
 - (Experimental spaces for) Mission-driven OI
 - Creating multidimensional value through OI
 - OI and the circular economy
 - ESG Criteria into OI Processes
- *New metrics or methodologies for studying open innovation*
 - Performance metrics of OI
 - Engagement metrics of OI
 - New methodology to unpack OI
- *Open innovation in context*
 - Service vs product innovation
 - SME vs Big corporate OI
 - International OI
 - Industry specific OI (e.g. health OI)
- *Openness and data*
 - Open data
 - Open sources
 - Open science
 - Open access
- *Related topic areas in this rapidly expanding field, e.g.,*
 - OI and entrepreneurship
 - OI and standardization
 - OI in different contexts (e.g., services, SMEs, international business)
 - Linking OI to broader theories of management or economics

Academic Awards: Awards for Best Paper by a Student and Emerging Scholar

The conference will present awards for the best student paper and the best emerging scholar paper. To be eligible, the lead or sole author must be a student enrolled during 2025 or an emerging scholar who earned their PhD between 2020 and 2025. Only full paper submissions qualify for these awards. Additionally, the eligible author must present the paper 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. Finalists for the awards will be honored during the conference and on the WOIC website. Each award winner will receive a plaque, a €500 cash reward, and a free entry to next year's WOIC.

Special Section in California Management Review

California Management Review (CMR) will publish a special section on "Open Innovation" with selected papers from this conference. *To be considered for the special section, authors must submit a full paper by the announced deadlines.* The submitted full papers will be shortlisted based on the above-mentioned criteria along 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](#).

Authors of papers shortlisted for the CMR special section will be notified and given the opportunity to improve their manuscripts before resubmitting them for the CMR workshop during the conference. The CMR editors will pre-screen these papers, inviting selected authors to revise their manuscripts based on the provided feedback. Authors of shortlisted papers are required to attend a developmental workshop organized during the conference. Feedback from this workshop can also be incorporated in the final version that invited authors can submit to the CMR review process after the conference. Authors of the papers accepted for CRM, will be asked to format their revised manuscripts according to the [style of CMR](#). If you have any questions, please contact Marcus Holgersson (marhol@chalmers.se).

Doctoral Consortium

The call for the Doctoral Consortium will be announced separately. Please stay tuned to the WOIC website and social media platforms for updates.

Call for Papers- Important Dates

- March 10th, 2025: Call for Papers Launch
- March 25th, 2025: Submission website opens.
- May 2nd, 2025: Submission deadline for extended abstracts and full papers.
- July 7th, 2025: Notification of acceptance for academic paper submissions.
- September 8th, 2025: Registration deadline for accepted academic paper submissions.
- September 8th, 2025: Deadline for Early Bird Registration.
- October 14th, 2025: Deadline for resubmitting shortlisted papers to the CMR workshop.
- November 4th, 2025: Doctoral Consortium (optional).
- November 5-6th, 2025: Main Conference Dates.
- November 7, 2025: Local Visit (optional).

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