



Call for Papers – 2nd MASCIK Workshop

(Multidisciplinary Approaches for Sharing Open and Collaborative Innovation Knowledge)

Special Issue

“Sustainable Approaches for Assessing Open Innovation in a Complex World”

June 10 and 11 2021

ESSCA School of Management – Campus of Lyon, Lyon, France

As innovation and OI are uncertain and complex by nature, there are limitations in the literature on OI dynamic facets and its effectiveness across different levels of analysis. This complexity is exacerbated by crises and economic challenges that open innovation is expected to address (Chesbrough *et al.*, 2014).

In this context, many research and practices in various disciplines of social sciences (i.e. economics, marketing, management, entrepreneurships, finance...) have clearly understood the importance to address this important issue. However, more research is still required. Accordingly, companies have problems with equally managing the environmental, social, and economic/financial aspects of sustainability.

In the past few decades, while much has been said by researchers and practitioners (in the field of economics and innovation management) on how open innovation (OI) and responsible innovation and technologies can benefit organizations and their ecosystems, we still lack understanding the incentives OI processes create in favor of more responsible and sustainable management practices and strategies in relation with stakeholders.

Some researches show that open innovation stimulates innovation leadership and more responsible innovations by encouraging stakeholders' inclusion in these processes (Martinuzzi *et al.*, 2018, Haned, 2013). Other researches investigate specifically the environmental dimension of corporate social responsibility showing the importance of knowledge variety in green technological sectors for economic and environmental performance (Haned, 2018; Colombelli and Quatraro, 2017).

However, innovation uncertainty does not necessarily encourage more sustainable innovation or to instill more responsible practices that consider measures of economic and societal impacts.

Other disciplines as marketing study sustainable consumer behavior that is defined as the way to satisfy the consumer needs while respecting social and environmental practices and limiting environmental impacts (Epstein, 2008). This type of behavior differs from the general consumer purchasing behaviors that are mostly unstable or weakly sustainable. Thus, implementation of sustainable marketing strategies represents a challenge for marketers that need to find research opportunities to develop the link between sustainable marketing strategies, innovation, customer satisfaction, profits and market shares, and values for stakeholders. Sustainable business models have no reason to be without the internal and external stakeholders of the companies with which they co-evolve dynamically in business ecosystems. This approach consists in showing that projects of " co-creation" of companies in collaboration with different types of actors (Jouny-Rivier, 2016; Jouny-Rivier *et al*, 2017) are sources of value creation. Organizations need to collaborate with their users, through interrelations management, to improve their innovation capacities (Parmentier and Mangematin, 2014). In this context, sustainable brands can empower customers, thus creating more commitment and loyalty to them (Renault, 2019).

The objective of the MASCIK Workshop is to encourage the dissemination of sustainable and responsible open and collaborative innovation Knowledge in economics and management.

Thus the organizing committee of the MASCIK Workshop is inviting the researchers to carry out original and critical studies, either conceptual or/and empirical, in economics, management, marketing, sociology, entrepreneurship, finance and other management fields, on the following themes (non-limitatively):

- ✓ OI contribution to sustainability in an economic and managerial perspectives
- ✓ Critical studies on measures linking OI, innovation performance and sustainability
- ✓ Critical studies on responsible innovations
- ✓ Finance for development within a sustainability framework
- ✓ Entrepreneurial features and challenges linked to sustainability
- ✓ Co-creation between businesses and consumers for the development of sustainable consumption
- ✓ CSR and open innovation
- ✓ Key drivers and/or outcomes of sustainable and responsible behavior

- ✓ Management of sustainable collaborative/crowdsourcing/brand platforms
- ✓ Role of women, gender and gender perspectives in finance/economics/marketing... or other disciplines for sustainability
- ✓ Sustainable service design
- ✓ Contributions of teams' diversity in a situation of open or collaborative innovation
- ✓

Important submission deadlines

- **Call for Papers:** November 2020
- **Deadline for submission of long abstracts:** March 15, 2021
- **Notification of acceptance:** March 30, 2021
- **Papers submission:** May 30, 2021
- **2nd edition of the MASCIK Workshop:** June 10 and 11, 2021

Submission rules

Long abstracts and papers must be sent to the following email address:
mascik@essca.fr

Theoretical and empirical contributions are welcome but should not be published elsewhere.

Documents are accepted in English or in French. File in Word format.

Contributions should be anonymous except for the first page which must include:

- A title page: concise and informative title
- The name of the authors, affiliation (s) and e-mail addresses.
- A short summary (200 words maximum)
- Key words (5 maximum).

Not more than two level titles.

Text font: Times New Roman; size: 12

Line spacing 1.5

Justified text

Margins: 2.5 down, up, right, left

Spacing before and after paragraphs: 0; paragraphs are created by line breaks.

Long abstracts. (March 15, 2021).

Expected length: 3 pages maximum. It should clearly show:

- Introduction and Objectives
- Research Question
- Conceptual Framework
- Method
- Results
- Discussion
- Conclusions
- References
- Appendices.

Papers. (May 30, 2021)

After acceptance of the abstract, selected authors are expected to provide a paper. No communication at the conference will be accepted only based on an abstract.

Expected length: Up to 30 pages (excludes references and abstract).

- The main thesis defended in the communication,
- Clearly state the scientific contribution,
- Explain the methodology (material and analysis),
- Main results or expected results,
- Discussion as regard with the literature.

A certificate of attendance will be delivered following the MASCIK Workshop.

Best Paper Award and Publication Opportunities

- Best Paper Award: All accepted papers will be considered for a best paper award. The best Paper Award will be given to the paper recommended by the reviewers and selected by the Workshop Reviewing committee, based on its contribution to the field of Open Innovation.

Scientific committee

- Alessandra Colombelli, Associate Professor at *Politecnico di Torino*, Italy.
- Jean-François Lemoine, Professor, University of Paris 1 Panthéon-Sorbonne and ESSCA School of Management, PRISM and ESSCA Research lab, France.
- Caroline Mothe, Professor, IAE Savoie Mont-Blanc, IREGÉ laboratory, France.
- Guy Parmentier, Lecturer, Grenoble-Alpes university, IAE, CERAG laboratory, France.
- Sophie Renault, Lecturer, Orléans university, IAE, VALLOREM laboratory, France.
- Valérie Revest, Professor, IAE school of management Lyon 3 Jean Moulin university, MAGELLAN laboratory, France.

Organization committee

For any question about the workshop submission process, please contact the organizational committee:

Naciba Haned-Chassagnon or Elodie Jouny-Rivier at the following address:
mascik@essca.fr

For any question about the workshop venue, please contact the research assistant:
Nahomé Triballier (nahome.triballier@escca.fr)

Further details about the venue will be provided soon.

References

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