

MASCIK

Multidisciplinary Approach
for Sharing Open and
Collaborative Innovation
Knowledge

CALL FOR PAPERS

3rd edition of the MASCIK Workshop December 8 & 9, 2022

ESSCA School of Management – Angers Campus, France

The COVID-19 pandemic has accelerated the digital transformation and altered behaviours all around the world. Increase of online shopping, reorganisation of work and management, multimodal teachings, but also urgency of global warming, social inequities, and social tensions to go as far as a “Great resignation”. This situation has conducted many companies to find innovative strategies to rethink employees, customers relationships and more generally with all their stakeholders. Skills and competencies need also to be redesigned to face these ongoing challenges.

We invite participants to adopt interdisciplinary approaches of open and collaborative innovation by combining theories, tools, strategies, and outputs from management fields (strategy, entrepreneurship, economics, finance, management, marketing, human resources, operation management, information, and communication, ...) to bring solutions in a changing economic and managerial context.

We also encourage researchers and practitioners to send original contributions that transcend the boundaries between disciplines.

Publication opportunities will be proposed (see after).

Important Submission Deadlines

- ✓ **Call for Papers:** January 30, 2022
- ✓ **Deadline for submission:** June 15, 2022
- ✓ **Notification of acceptance:** September 30, 2022
- ✓ **3rd edition of the MASCIK Workshop:** December 8 and 9, 2022

Submission rules

Theoretical and empirical contributions are welcome but should not be published elsewhere.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

2 formats are possible:

- **Classic contribution:** 5 pages maximum, Times New Roman 12, 1.5 line spacing and 2.5 margins excluding the title page, contact information for the author(s), bibliographic references, and appendices, presenting research conceptually and/or empirically advanced. The article should clearly show the following elements: introduction and objectives, research question, conceptual framework, method, results, discussion with theoretical and managerial implications, limits and research avenues, references, appendices.
- **Work-in-progress contribution:** 5 pages maximum, Times New Roman 12, 1.5 line spacing and 2.5 margins excluding the title page, contact information for the author(s), bibliographic references, and appendices, presenting research in progress. Questions can be formulated clearly at the end of the document in order to be discussed during the presentation.

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. A ceremony will be organized at the end of the workshop.
- Papers will also be entered, if suitable, for consideration by an associated Journal of the workshop ranked ABS/CNRS/FNEGE.

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Scientific committee

- **Cécile Ayerbe**, Professor, Côte d'Azur university, Groupe de Recherche en Droit, Economie et Gestion (UMR 7321), France.
- **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**, Professor, Grenoble-Alpes university, IAE, CERAG laboratory, France.
- **Julien Pénin**, Professor, Strasbourg university, Head of the BETA laboratory, France.
- **Sophie Renault**, Professor, Orléans university, IAE, VALLOREM laboratory, France.
- **Valérie Revest**, Professor, IAE school of management Lyon 3 Jean Moulin university, MAGELLAN laboratory, France.
- **Sébastien Soulez**, Professor, UFR Temps et Territoire, Lyon 2 Lumière university, COACTIS 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 email address: mascik@essca.fr
- **For any question about the workshop venue**, please contact the research assistant Angéline David at the following email address: angeline.david@essca.fr

Please visit the website of the MASCİK Workshop: www.mascik.fr/en

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