

MASCIK

Multidisciplinary Approach
for Sharing Open and
Collaborative Innovation
Knowledge

Revue de
l'Entrepreneuriat
Review of
Entrepreneurship

 **sustainability**
an Open Access Journal by MDPI

SURVEY
IN HUMANITIES TECHNOLOGIES & INTERDISCIPLINARY STUDIES

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. This situation led to increase 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 30, 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Theoretical and empirical contributions are welcome but should not be published elsewhere.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.

Publication Opportunities & Best Paper Award

- The best contribution in entrepreneurship will be considered for a fast-track review process in *Revue de l'Entrepreneuriat* / *Review of Entrepreneurship* (FNEGE 2) (English submission accepted).
- A selection of articles will be published in *Sustainability* in Partnership with MDPI [Sustainability | An Open Access Journal from MDPI](#)
- **Best Paper Award:** All accepted papers will be considered for the Best Paper Award. A Best Paper Award ceremony will be organized to close the workshop and reward the best paper.

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Scientific committee

- **Cristiano Antonelli**, Professor of Economics, University of Torino, Italy.
- **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.
- **Catherine Viot**, Professor, ISFA laboratory, university Lyon 1, Lyon, 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 MASCIK Workshop: www.mascik.fr/en