



The XIX ISPIIM  
Conference  
Tours (Loire Valley),  
France  
15 to 18 June 2008

The 2008 ISPIIM Conference - **Open Innovation: Creating Products and Services through Collaboration** - will be held in **Tours (Loire Valley), France** on **15-18 June 2008**. Organised by ISPIIM and supported by ESCEM School of Business and Management, this conference will bring together academics, business leaders, consultants and other professionals involved in innovation management. The conference format includes plenary and parallel sessions with both academic and practitioner presentations and workshops. Additionally, the conference will provide excellent networking opportunities together with a taste of local culture.

The concept of Open Innovation (OI) has emerged from concerns related to the costs and efficiency of R&D efforts. OI seeks to improve R&D by leveraging external relationships such that costs are shared and new revenues can be generated through new resource combinations. OI raises some fundamental managerial and research questions, such as: How OI is best adopted and what are the implications for change management and HR? What management and cultural issues does OI raise both within and across organisations? How are partner search and selection, relationship definition and management best approached? What is the impact on knowledge management, learning and risk management? Which IP, licensing and spin-off and revenue generation strategies are relevant? And what impact does OI have on SMEs and university-industry relations?

Submissions from academics, consultants and managers on OI and other innovation-related topics are strongly encouraged and should focus on the following:

- ✓ Commercialising and financing innovation
  - ✓ Culture, social interaction and diversity management in innovation
  - ✓ Education and training in innovation
  - ✓ Entrepreneurship
  - ✓ Innovation policy and competitiveness
  - ✓ Learning and knowledge management in OI
  - ✓ Managing collaborative R&D
  - ✓ Managing IP and technology transfer in OI
  - ✓ Managing, measuring and implementing OI
  - ✓ Methods and tools for innovation
  - ✓ OI value networks, clusters and business models
  - ✓ Services and OI
- plus French language track on the same topics

#### Important Submission Deadlines:

##### Full & Short Academic Papers:

- ✓ Paper abstracts – **31 December 2007**
- ✓ Acceptance notification – **28 February 2008**
- ✓ Final papers, slides, profiles, photos plus payment – **30 April 2008**

##### Full & Short Practitioner Presentations:

- ✓ Presentation outlines – **31 December 2007**
- ✓ Acceptance notification – **28 February 2008**
- ✓ Final outlines, slides, profiles, photos plus payment – **30 April 2008**

#### Confirmed Keynote Speakers:

**Prof. John Bessant**, Professor of Innovation and Technology Management and Senior Fellow, Advanced Institute of Management Research, Imperial College London  
*Dealing with discontinuity – managing innovation beyond the steady state*

**Dr. Iris Ginsburg**, Global Leader, Innovation Management Practice, IBM Research  
*Service innovation – developing a new body of knowledge in practice and in academia*

**Dr. Bettina von Stamm**, Catalyst, Innovation Leadership Forum  
*The innovative organisation – a question of collaboration*

Selected papers will be considered for publication in the following journals, subject to the usual referee processes applicable to the journals:



For submission guidelines and further details, please visit [www.ispim.org/conference](http://www.ispim.org/conference)