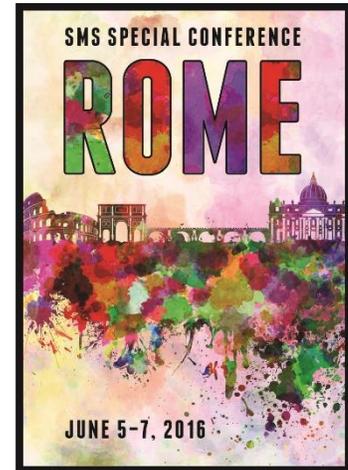




CALL FOR PROPOSALS

STRATEGY CHALLENGES IN THE 21ST CENTURY: INNOVATION, ENTREPRENEURSHIP AND COOPETITION



PROGRAM CHAIRS

Jay Barney
University of UTAH

Paolo Boccardelli
LUISS Guido Carli University

Giovanni Battista Dagnino
University of Catania

Valentina Della Corte
University of Naples Federico II

Devi Gnyawali
Virginia Tech

Investigation on entrepreneurship and innovation has received increasing attention in strategic management in the last decade. While the two areas have been experiencing incredibly rapid growth, we perceive two clear gaps hindering further advance: (1) developing the intellectual links between entrepreneurship and innovation (e.g., the most creative aspect of entrepreneurship); (2) the condition that most extant research focus on entrepreneurship and innovation in competitive *or* in cooperative settings.

In its recent advancements of user innovation and open innovation, innovation is worthy of deeper attention in strategic management, especially as concerns the interconnections with entrepreneurship in different settings. While entrepreneurship has lately turned into a popular issue in management, the role of creativity as well as of key entrepreneurial capabilities, associated with the purpose of either seizing existing or creating new opportunities, request additional attention.

Correspondingly, little has been done in exploring the two main themes within cooperative settings; i.e., contexts in which competition and cooperation merge together to give birth to a different kind of strategic interaction. Yet, since they show themselves increasingly entangled and intertwined in the business worlds, today competition and cooperation cannot be considered as secluded spheres. This condition calls for investigation on entrepreneurship and innovation in cooperative settings.

In this view, coopetition may be considered in a double perspective: (a) it is a setting within which to analyze entrepreneurship and innovation, and (2) it is a specific strategy (i.e., cooperative strategy) that may turn into a source of innovation and new entrepreneurship and, therefore, of value creation and competitive advantage for firms, industries, and the whole society. Such considerations, on one side, allow to enlarge the overall context in which innovation and entrepreneurship develop. On the other, they

provide room for a further strategic option that impinges on both governance choices and competitive advantage.

By thoroughly detecting the potential links between innovation, entrepreneurship and coopetition, the Strategic Management Society Special Conference in Rome intends to delve into and grasp the opportunities for detecting the relationships and reciprocal influences between the relevant research areas and their impact on competitive advantage and performance. With the Rome Conference, we seek to gather an array of empirical and theoretical contributions that significantly add to our understanding of the multiple unfilled connections between coopetition, innovation, and entrepreneurship.

The city of Rome is truly unique. It is the key hub in Italy for culture and archeological sites, as well as the capital city and the political and administrative center of the country. Several Italian state-owned and private companies are headquartered in Rome. The Conference will be held in the premises of LUISS University campus located in the city center. Conference attendees will have the chance of visiting some of Southern Europe's key cultural attractions coming from a range of ages since the old Romans' era to the long-lived Papal domination and after the country unification in mid-1800s. Rome is also home of the Vatican City State, featuring St. Peter's Square, the Sistine Chapel, and its entire set of stunning attractions.

CONFERENCE THEME TRACKS

Track A: Building Entrepreneurial Communities That Create the Future

Track Chair: Sharon Alvarez, *University of Denver*

Entrepreneurial communities don't just happen - they are created and fostered. People in these communities know that entrepreneurship is not about an "ah ha" or "eureka" moment. These communities understand that entrepreneurial progress sometimes goes forward and sometimes it goes backward. Entrepreneurship is an iterative process with often difficult to explain outcomes that are even more difficult to quantify ex-ante. This process typically involves more than a single entrepreneur, it includes the team, potential customers, and relevant stakeholders. Entrepreneurial communities foster open communication, creativity, experimentation, intellectual curiosity, and tolerate failure as well as celebrate successes.

Track B: Organizing to Innovate with Competitors

Track Chair: Massimo Colombo, *Polytechnic of Milan*

This track will address the general issue of how firms should design their organization and strategy to effectively innovate while collaborating with actual and potential competitors. This type of collaborations are both very valuable and very dangerous, especially for entrepreneurial ventures. How can entrepreneurial ventures alleviate the misappropriation risk inherent in these collaborations? What is the role of the institutional context in which firms are embedded, including rules, norms and social relations? Does this role vary depending on firms' characteristics and strategy? What type of organizational structure and management practices (e.g., hiring and training practices) are most conducive to absorbing knowledge from competitors? Does distance (e.g., geographical, cognitive, organizational) matter? How can third parties (e.g., regulators and policy makers, financial intermediaries, innovation users, other stakeholders) facilitate the success of these collaborations?

Track C: Coopetition Strategy at the Crossroads: The Challenge of Entrepreneurship and Innovation

Track Chairs: Giovanni Battista Dagnino, *University of Catania* and Valentina Della Corte, *University of Naples Federico II*

This track aims to unveil the key strategic relationship between innovation, entrepreneurship, and coopetition. It is also directed to grasp the role of innovation and entrepreneurship in cooperative settings. Why do firms decide to "coopete"? How do cooperative settings foster innovation processes? How do technological forces drive the process of coopetition? What are the implications of cooperative settings on technological advancement and adoption of

technological standards? How can entrepreneurs and entrepreneurial managers benefit from the pursuit of coopetition strategies? Can coopetition strategies involve both large firms and small and medium enterprises? How can the capability-based view of the firm contribute to a dual coopetition and entrepreneurship perspective? How can the cultural perspective have a say in a dual coopetition and entrepreneurship approach?

Track D: Coopetition and Innovation in Creative Industries

Track Chair: Paolo Boccardelli, *LUISS Guido Carli University*

This track targets papers that deal with the management of coopetition and innovation of in creative industries. What are the main enablers of cooperation and coopetition in creative industries? How is it possible to support value creation and value appropriation in creative interorganizational business models? How can firms overcome the intricacies related to the economic evaluation of creative products, which often raises problems with intellectual property protection and funds attraction? To what extent, differences in culture and approach between partners affect cooperation and coopetition in creative industries?

Track E: Coopetitive Ecosystem Dynamics: Emerging Trends and Opportunities

Track Chair: Elias Carayannis, *George Washington University*

This track focuses on the nature and dynamics of coopetitive ecosystems in a knowledge-based and knowledge-driven environment. We aim to address questions such as: what is the nature and dynamics of coopetitive strategies in knowledge-driven environments? How can these can apply to open innovation ecosystems? How do the various types of formal and informal knowledge acquisition processes affect the dynamics of a coopetitive ecosystem? What is the role of learning in an institutional context for coopetitive ecosystems? What is the role of co-evolution and co-specialization of complementary and reinforcing players in coopetition ecosystems? How can co-creation, coopetition, co-evolution, and co-specialization competences help business models to evolve into more effective and efficient mechanisms of value creation within ecosystems?

CONFERENCE SPECIAL TRACK

Track R: Research Methods

Track Chairs: Karen Schnatterly, *University of Missouri* and Brian Boyd, *City University of Hong Kong*

This track is focused on critiques, commentaries and discussion about key methodological research issues in the field of strategic management. When examining topics such as entrepreneurship, innovation and coopetition, measurement and methodological issues are of critical importance. Measurement of the levels of each of these as well as the results of actions in these areas is difficult for the organization and for researchers. How do we measure outcomes? Where are unobtrusive measures necessary? Are measures being tested for consistency and validity? What methods (research and analytical) give us the best chance to build understanding of these important strategic concerns?

SUBMISSION GUIDELINES AND REQUIREMENTS

Proposals (5-7 pages, for paper and panel sessions)

relating to the conference theme are invited.

Only original, unpublished work is sought.

Deadline for Submission of Proposals: December 3, 2015

To learn more about the
SMS Special Conference in Rome
and the submission process, please go to:
rome2016.strategicmanagement.net

Timeline:

December 3, 2015	Submission Deadline for Proposals
December 10, 2015	Co-Author Confirmation Deadline
Late January, 2016	Notifications of Program Review Committee Decisions
February 29th, 2016	Early Registration and Presenter Registration Deadline
June 5–7, 2016	SMS Special Conference in Rome

a professional society for the advancement of strategic management

The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of nearly 3,000 members representing over 80 different countries. Membership, composed of academics, business practitioners, and consultants, focuses its attention on the development and dissemination of insights on the strategic management process, as well as fostering contacts and interchange around the world.

The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. This Class A journal has become the leading scholarly publication in the field of Strategic Management and is consistently rated one of the top publications in the management area. In 2007 the Society launched the Strategic Entrepreneurship Journal (SEJ) and in 2010 the Global Strategy Journal (GSJ). The intent is for these quarterly publications to become Class A journals and to promote the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance, just as their sister publication SMJ has done for many years.



SMS Executive Office • Rice Building – Suite 215 • 815 W Van Buren Street • Chicago, IL60607 • USA

Phone 1 312-492-6224 e-mail sms@strategicmanagement.net

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