



CALL FOR PROPOSALS

GLOBALIZATION OF INNOVATION STRATEGIES: NOVEL MOVES FOR A GLOBAL GAME



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The Strategic Management Society (SMS) is pleased to announce a special conference in Singapore. The event will serve as a congregation point for leading researchers, business practitioners and entrepreneurs, as well as consultants all specializing in innovation.

The world of business has become more interconnected with multiple cross border sharing of resources and capabilities, knowledge and skills. The information and technological revolutions have further emphasized innovation as a critical element in sustaining corporate and economic growth. With the growing importance of emerging, non-Western economies in the global economy, the need to search for innovation and innovative strategies becomes paramount. The time has passed for conventional strategies, based on efficiency models or 'benchmarking' best practices in competition or well-run companies to be successful. Companies must become innovation-driven and 'dare to be different' in order to stay relevant and competitive in today's business competition.

Innovation and start-ups have traditionally been associated with places like Silicon Valley, with multiple internationally successful juggernauts emerging from this region in the United States. A survey conducted by the Boston Consulting Group in 2009 on 110 companies worldwide reports a shift in emphasis to Asia. Asian countries such as Singapore and South Korea have topped the results with the most pro-innovation government policies and corporate performances, beating countries with strong innovation traditions. A tiny island nation with a population of 5 million, Singapore aims to be at the focal point of innovation in Asia and therefore is the right place to meet.

This conference invites research that deepens our understanding of innovation in a global context. Key questions include the following:

Process: Innovation Processes within Firms

Why are some firms considered ‘hotbeds’ of innovation? How does corporate culture and structure impede or promote innovative capacity? Do firms in different parts of the world achieve innovative outcomes using different processes? To what extent can processes be implemented by firms in other parts of the world? What are the linkages between innovation and entrepreneurship?

Place: How Location, Geography and Institutions Shape Innovatory Capabilities

What mechanisms drive the formation of innovative clusters? Why, for example, have so many new innovative companies emerged from Silicon Valley? To what extent have innovation clusters in Asia fostered innovations? How do the Asian cultures and institutional environments affect innovation? How can companies utilize that to complement their innovatory and integrative capabilities? How well does innovation research in Western contexts generalize to Asian firms and countries? Do firms in different Asian countries such as China and India take different paths or approaches to innovation? Is frugal innovation a model for the rest of the world? How do public policies and state-firm relationship promote or hinder innovation and/or the formation of innovative clusters and innovatory capabilities?

People: Assembling Resources and Capabilities for Innovation in a Global Economy

How do some firms assemble superior human capital and other critical resources to support innovatory efforts in a global economy? How does the uneven distribution of essential resources shape innovatory efforts throughout the world? How can dynamic capabilities in innovation be identified and learned? Idea generation, imagination and creativity are core innovatory skills. Can these be taught in leveraging human capital? How do firms span their boundaries to reach different companies, industries, and regions of the world to access human capital in ways that generate creativity and innovation?

This conference offers an opportunity to address these issues and deepen our understanding of innovation in a global context. With these and additional relevant topics, the conference opens up new opportunities by bringing together thought leaders from the research, business and consulting arenas for intriguing, in-depth discussions.



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: November 30, 2011

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

Timeline:

- November 30, 2011** Submission Deadline for Proposals
- December 7, 2011** Co-Author Confirmation Deadline
- Mid-January, 2012** Notifications of Program Review Committee Decisions
- February 16, 2012** Early Registration and Presenter Registration Deadline
- June 7 – 9, 2012** SMS Special Conference Singapore

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 more than 2,500 members representing over 65 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. The Society launched a new quarterly journal, the Strategic Entrepreneurship Journal (SEJ) in 2007 and will now start a third quarterly journal, the Global Strategy Journal (GSJ). The intent is for the GSJ and the SEJ to soon also become a Class A journal 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.



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