

CALL FOR PAPERS

EnANPAD 2019 - Annual Meeting of the National Association of Postgraduation and Research in Management - 2019

October 2nd to 5th 2019, Mackenzie University, São Paulo, Brazil

Track: EMERGING TRENDS IN INNOVATION

ITE DIVISION – INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP

The 43rd Annual Meeting of the National Association of Postgraduation and Research in Management (EnANPAD 2019), the 2nd largest academic event in Business Administration worldwide, is organized in eleven Academic Divisions, aggregating topics of interest to a broad spectrum of areas within the field of Business Research. Each division will be organized in specific tracks classified according to their field of interest, aiming at leveraging the production of frontier knowledge. ITE division is focused on issues that provide contribution for deep discussion and improvement on innovation, technology and entrepreneurship. The main guidelines for this call on “*Emerging Trends in Innovation*” are below. Authors are invited to visit the event’s [website](#). Submissions will be accepted in Portuguese, English and Spanish.

TRACK DESCRIPTION: EMERGING TRENDS IN INNOVATION

Renewal and change are at the heart of innovation, with new themes and technologies often arising and becoming challenges for the management of organizations, which must be prepared to analyze and manage emerging trends, nurturing the culture of innovation and entrepreneurship. This depends on the development of entrepreneurial actions in organizations, which are especially influenced by the speed with which new technologies are adopted. Thus, this area encompasses studies that include emerging issues in the area of innovation, the subject of which has not yet been so widely discussed in any of the topics described and which show potential debate and interest of the Division of Innovation, technology and entrepreneurship.

The track is open to proposals of both conceptual and empirical content, based on diverse methodological approaches, such as statistical approaches, case studies, ethnographies, among others. Traditional perspectives, but also post-positivist, critical and interpretive are welcome. It is intended, therefore, to stimulate the inter and transdisciplinary debate, necessary for the construction of knowledge on emerging themes on innovation. Thus, examples of topics and questions of interest may be, although not limited to:

- Although advantage in global innovation is recognized, there is evidence that the ‘regional strategy’ agenda has recently emerged (Verbeke and Asmussen, 2016), and different aspects of proximity (as described by Boschma, 2005) should be considered for better understanding of geographical distance impacts on partnerships for innovation in both inter-organizations and intra-organizations (offshoring). How can organizations benefit from the dispersed and geographically distant knowledge? How to overcome the challenge of long-distance collaboration? How do substitution and/or overlap (Hansen, 2015) influence the relations between partners with differences both geographical and non-spatial?
- Internationalization of R&D has been studied since the 1990’s, however there are still gaps to be focused: Deepen understanding of differences between companies from developed and developing countries both as home and host of R&D offshoring (Zedwitz et al., 2015); Which are the R&D changes of the country of origin over time (Belderbos, et al., 2013)? Is local development enhanced by the participation of foreign MNCs in National Innovation System?
- Transformative Innovation is considered for addressing global challenges such as sustainability and inclusiveness. This requires the involvement of multiple actors and stakeholders, thus a research agenda is needed for management of distinct concerns and policy making (Schot and Steinmueller, 2018), arising questions: What are the trends in Policies for transformative innovation? Which are the needed abilities to involve different actors in the self-governance of transformative innovation? How entrepreneurs profile, motivations and opportunities can guide transformative Innovation?
- Adoption and diffusion of technological trends in several organizations have behaved like catapults to promote transformation of industries and opportunities for new business (e.g. 3D printing, artificial intelligence, IoT, autonomous vehicles, blockchain, biotech, nanotech). These topics are usually discussed from technical point of view, however scholars have neglected peculiarities of innovation management. How organizations develop capabilities for dealing with technological trends? What aspects of entrepreneurial activities matter for their adoption and diffusion?
- Financialization and innovation management. Although there are several studies on the impacts of the financialization process on innovation, especially from the point of view of macroeconomic analysis (Lazonick and Mazzucato, 2013, Brossard et al., 2013, Montalban and Sakinç, 2013), the relationship between financialization and innovation management has been little explored. What new constraints and contingencies does a financialized perspective of capitalism bring to the management and organization of innovation and to the innovation labor? How do such constraints and contingencies affect innovation outcomes?

- Organizational ambidexterity, especially the discussion about contextual ambidexterity (Gibson and Birkinshaw, 2004). What does contextual ambidexterity mean in practice? How to achieve it? What management tools and organizational arrangements are needed for ambidextrous organizational behavior? How does the context of emerging countries affect the debate on ambidexterity, both for national companies and for subsidiaries of multinationals (Bandeira-de-Mello et al., 2016, de Matos et al., Forthcoming)?
- Innovation as a practice, considering complexity and performativity and "innovation as a process" (Garud et al., 2016). What are the limits of the classic approaches to innovation management in this perspective? How can approaches of innovation as a complex and performative practice contribute to issues such as the treatment of uncertainties, learning, capabilities building, strategic definitions, among others (Garud et al., 2018)? What (new) categories and concepts are relevant in this perspective?
- Innovation management and the temporality of innovation. How to address the different temporalities in the innovation process, *chronos* - chronological time, linear time and composed of succession of events - and *kairos* - time of opportunity, the emergence of disruptive events (Garud et al., 2011; Dougherty et al., 2013)? How do the different innovation management approaches and instruments articulate the temporalities in innovation? How do practitioners deal with such temporalities? What new questions do the recognition of the various temporalities bring to the management tools and to the organizational arrangements for innovation?
- Innovation and work. What concepts and categories are needed to understand work in innovation activities? What elements of work organization are relevant for innovation, in its different typologies, to be carried out? How to articulate existing concepts, such as competences, autonomy, discretion, cooperation, to explain innovation as a complex process and support innovation management? On the other hand, how can radical innovation, especially business model innovation, affect work and working conditions, as in the case of the "platform economy" (Casilli, 2017)? Would the context of emerging countries, and concepts such as frugal innovation, bring new elements to these discussions?

IMPORTANT DATES

- March, 11th: Open for submissions
- May, 16th: Final date for submissions (05:59 pm BRT)
- July, 4th: Acceptance notifications
- August, 7th, 2019: Deadline for registration of authors.
- September, 4th, 2019: Release of the Conference Program

TRACK EDITORS



SIMONE GALINA
School of Economics, Business and Accounting-FEA-RP
University of Sao Paulo/USP, Brazil
E-mail: svgalina@usp.br



ANA VALÉRIA CARNEIRO DIAS
Department of Production Engineering, School of Engineering
Federal University of Minas Gerais/UFMG, Brasil
E-mail: anaval@dep.ufmg.br

References

- Bandeira-de-Mello, R., Fleury, M. T. L., Aveline, C. E. S., & Gama, M. A. B. (2016). Unpacking the ambidexterity implementation process in the internationalization of emerging market multinationals. *Journal of Business Research*, 69(6), 2005-2017.
- Belderbos, R., Leten, B., & Suzuki, S. (2013). How global is R&D? Firm-level determinants of home-country bias in R&D. *Journal of International Business Studies*, 44(8), 765-786.
- Boschma R. A. (2005) Proximity and innovation: a critical assessment, *Regional Studies* 39, 61–74.
- Brossard, O., Lavigne, S., & Erdem Sakinç, M. (2013). Ownership structures and R&D in Europe: the good institutional investors, the bad and ugly impatient shareholders. *Industrial and Corporate Change*, 22(4), 1031-1068
- Casilli, A. (2017). How venture labor sheds light on the digital platform economy. *International Journal of Communication*, 11 (4).
- de Matos, H.H., Dias, A.V.C. and Bagno, R.B. (2019) Incremental and 'radical' innovation in an emergent country automotive subsidiary: is there any organisational ambidexterity there?. *Int. J. Automotive Technology and Management*. No prelo.
- Dougherty, D., Bertels, H., Chung, K., Dunne, D. D., & Kraemer, J. (2013). Whose time is it? Understanding clock-time pacing and event-time pacing in complex innovations. *Management and Organization Review*, 9(2), 233-263.
- Garud, R., Gehman, J., & Kumaraswamy, A. (2011). Complexity arrangements for sustained innovation: Lessons from 3M Corporation. *Organization Studies*, 32(6), 737-767.
- Garud, R., Gehman, J., & Tharchen, T. (2018). Performativity as ongoing journeys: Implications for strategy, entrepreneurship, and innovation. *Long Range Planning*, 51(3), 500-509.

- Garud, R., Gehman, J., Kumaraswamy, A., & Tuertscher, P. (2016). From the process of innovation to innovation as process. *The SAGE handbook of process organization studies*, 451-466.
- Gibson, C. B., & Birkinshaw, J. (2004). The antecedents, consequences, and mediating role of organizational ambidexterity. *Academy of management Journal*, 47(2), 209-226.
- Hansen, T. (2015). Substitution or overlap? The relations between geographical and non-spatial proximity dimensions in collaborative innovation projects. *Regional Studies*, 49(10), 1672-1684.
- Lazonick, W., & Mazzucato, M. (2013). The risk-reward nexus in the innovation-inequality relationship: who takes the risks? Who gets the rewards?. *Industrial and Corporate Change*, 22(4), 1093-1128.
- Montalban, M., & Sakinç, M. E. (2013). Financialization and productive models in the pharmaceutical industry. *Industrial and Corporate Change*, 22(4), 981-1030.
- Schot, J., & Steinmueller, W. E. (2018). Three frames for innovation policy: R&D, systems of innovation and transformative change. *Research Policy*, 47(9), 1554-1567.
- Verbeke, A., & Asmussen, C. G. (2016). Global, local, or regional? The locus of MNE strategies. *Journal of Management Studies*, 53(6), 1051-1075.
- Zedtwitz, M., Corsi, S., Søberg, P. V., & Frega, R. (2015). A typology of reverse innovation. *Journal of Product Innovation Management*, 32(1), 12-28.