



CALL FOR PAPERS
Extended Deadline – 6 March



21st EURAS Annual Standardisation Conference **‘Co-opetition and Open Innovation’**

29 June – 1 July 2016
Montpellier, France

Organised by
The European Academy for Standardisation (EURAS)
University of Montpellier

To survive and to create value in today's hypercompetitive and turbulent international business environment firms have to develop new approaches. Some of these approaches involve a certain level of co-operation with competitors. Even otherwise fierce competitors such as Samsung and Sony collaborated on a new LCD television standard and for some time the Symbian Foundation had Nokia, Sony Ericsson, Motorola among its members. Today, companies like Airbus, Dassault and Safran Thales use collaboration platforms to foster innovation based on the contributions of the individual partners. Scholars have developed new concepts to describe, analyse and optimize these strategic inter-firm relations.

‘Open innovation’ describes a situation in which a firm collaborates with its customers, suppliers, distributors, institutional partners and even competitors to innovate. ‘Co-opetition’ refers to a strategy where firms collaborate with competitors. In both cases, standards frequently play a crucial role. For one, they define inter-firm process, common interfaces and languages. More interestingly, to influence or even control standards in a certain field may well be the sole reason for co-opetition. In standards setting (potential) competitors, allies and third parties share knowledge to contribute to a new standard. From the perspective of Co-opetition and Open Innovation this environment offers a wide variety of aspects for standardisation researchers. These range from e.g. the role of standards in (multi-)national regulation, in technology and innovation management and in business strategy via knowledge and IPR management to conflict management and the theory of social capital.

EURAS 2016 solicits papers on the above theme. However, papers on other standardisation topics will also be considered. Sample topics include:

- Co-opetition and standards
- Open innovation and standards
- Standardisation as a policy tool
- Standards and barriers to trade
- National or international policy and standardisation
- Standardisation and Europe's research and innovation agenda
- Relationship between standardisation and legislation
- Standards as a driver for innovation
- Standards and conformity assessment
- Standardisation and IPR
- Standards and knowledge transfer
- The impact of standards and standardisation
- Quality of standards
- Role of industry and their associations in standardisation
- Standardisation via industry consortia
- History of standardisation
- Standardisation processes

Full papers (up to 30 double spaced pages; rtf, .doc or .docx format) should be submitted to Kai Jakobs at Kai.Jakobs@cs.rwth-aachen.de.

All papers will be double blind reviewed by members of the Programme Committee. All accepted papers will be published in the conference proceedings, as part of the ‘EURAS Contributions to Standardisation Research’ book series. Particularly good papers will be fast-tracked to the Int. Journal of IT Standards and Standardization Research or to a special issue of the Int. Journal of Small Business and Entrepreneurship (IJESB).

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Deadlines

Paper submission: 6 March 2016
Notification: 1 April 2016 (no joke)
Final paper due: 21 April 2016

Local Organisation and Enquiries

Please send any enquiries to Anne Mione <anne.mione@univ-montp1.fr>

Conference Venue

University of Montpellier:

For information about Montpellier: <http://www.ot-montpellier.fr/>.

For more information about EURAS <http://www.euras.org>.

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