POLITECNICO DI MILANO

School of Management

DIPARTIMENTO DI INGEGNERIA GESTIONALE

MIP

DUKE THE FUQUA SCHOOL OF BUSINESS OFFSHORING RESEARCH NETWORK *Academic Research Informed by and Informing Managerial Practice*

FIRST CALL FOR PAPERS

2012 Offshoring Research Network International Conference:

The Global Sourcing of Innovation

Organized by

Politecnico di Milano School of Management

May 29-31, 2012

The global sourcing of knowledge creation and innovation (e.g. advanced knowledge and analytical services, R&D support functions, product design and development and R&D) has been growing exponentially across almost every industry. This phenomenon has emerged as a strategic driver for companies and increasingly is attracting academic research by management, and international business scholars.

Driven by an array of different motives, including perceived cost advantages, growing shortage of science and engineering talent in most developed economies, recognition emerging economies will account for future top line growth have all contributed to the unprecedented surge in global sourcing of knowledge intensive activities such as research and development across all industries and technologies.

Particularly, this conference intends to be an opportunity for sourcing executives and academics to engage and explore managerial and organizational sourcing challenges as well as theoretical and empirical contributions related to global sourcing of advanced knowledge and analytical services, product development and design, R&D support functions, and traditional research and development activities. A unique feature of the conference is the integration of managerial oriented day focusing on emerging issues of concern to sourcing executives and providers, followed by two days of academic research. A new innovation involves a practitioner discussant for each academic session. We welcome theoretical, empirical and qualitative contributions related to the following themes of the conference.

THEMES

THEME A. Theoretical and empirical foundations of global sourcing of R&D activities/advanced services

- Application of multiple levels of analysis (e.g. countries, industries, firms, processes etc.). Integration of multiple theoretical lenses and explanatory mechanisms that can provide fresh insights on the organization of global sourcing of R&D.
- Supply drives demand. The emergence of the global service provider industry and national aspirations for attracting the outsourcing industry as another lever of economic development impact on the dynamics of global sourcing in general and on global sourcing of high value services specifically. Structural characteristics that shape the way firms organize for global sourcing of R&D.

THEME B. The Realignment of Firm Global Organization Foot Print for Global Sourcing of innovation

- Design of ambidextrous organizations for managing boundary spanning innovation relationships and the role of host countries. For example:
    - Managerial practices that affect effectiveness of internal organisation capabilities for acquiring, and assimilating knowledge generated by external sources.
    - Organization of multinational enterprises internal networks for successful exchanges with their external networks.
    - Specific organizational challenges involved in the interaction of cross-border intra- and inter-firm networks.

THEME C. Global Sourcing of Innovation and Firm Performance

- Moderating and mediating managerial practices and cross cultural communication factors that impact global sourcing of firms' economic and innovation performances. Role of country institutional configuration (e.g. IP regime at host country) that shapes the way firms and industries benefit from global sourcing.

THEME D. Small Firms and Global Sourcing

- The dynamics and strategic drivers of small firms, in traditional and high tech sectors, engaged in global sourcing of innovation. Unique challenges faced by small companies in organizing for global sourcing.
- Role of venture capitalist in the innovation out sourcing decision of start up entrepreneurial technology companies.
- Strategies and processes of small technological firms in accessing international knowledge and innovation networks.

THEME E. Global Service Providers

- The competitive dynamics of the rapidly emerging global service provider industry.
- The challenges faced by emerging economies in positioning their countries as attractive destinations for global sourcing of business services and especially of high value added knowledge creating activities.

The conference will feature plenary talks as well as paper and panel sessions.

KEYNOTE SPEAKERS

Confirmed keynote speakers:

- Martin Kenney, professor of Human and Community Development, UC Davis; Senior Project Director, Berkeley Roundtable on the International Economy University of California, Berkeley.
- Vivek Wadhwa, Director of Research, Center for Entrepreneurship and Research Commercialization and Exec in Residence, Pratt School of Engineering, Duke University.
- *Additional invitations are pending*

PAPER AND PANEL SUBMISSION INSTRUCTIONS

Participants who wish to present their research at the conference are invited to submit an extended abstract (in PDF) not exceeding 1.000 words (all included) through the conference website (emma.polimi.it/emma/events/orn - *under construction*) no later than **January 31st 2012**.

In addition to individual paper submissions, panel proposals informing one of the five key themes may be submitted. Panels are complete sessions organized as a single submission by the panel chair. Panels may have a variety of formats (e.g. roundtables with no formal papers, professional development workshops).

All submissions will be peer reviewed and the conference organizing committee will select the papers/panels considering their novelty, academic quality and relation to the theme of the conference. The decision of paper acceptance will be communicated by **March 15th 2012**.

CONFERENCE VENUE

DIG - Politecnico di Milano, http://www.dig.polimi.it/

Conference fees

Early registration (before April 1st): 400 euro (academic 120 euro)

Registration (after April 1st): 500 euro (academic 150 euro)

Important dates

Extended abstract submission: **January 31st 2012**

Notice for acceptance: **March 15th 2012**

Conference registration: **April 1st 2012**

Further information at emma.polimi.it/emma/events/orn- *under construction*

The scientific committee

Arie Y. Lewin, The Fuqua School of Business, Duke University, USA

Stephen Manning, University of Massachusetts, Boston, USA

Silvia Massini, Manchester Business School, Manchester, UK

Carine Peeters, Solvay Brussels School of Economics and Management, Belgium

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The local organizing committee

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The International Association of Outsourcing Professionals IAOP

The International Association for Contract and Commercial Management IACCM

Other sponsors to be announced