

# 'Cross-Organizational Value Creation'

## 2014 Science-to-Business Marketing Conference

### CALL FOR PAPERS, PRESENTATIONS AND POSTERS; CALL FOR PROPOSALS FOR LEADING WORKSHOPS OR ORGANIZING TRACKS

The 2014 Science to Business Marketing Conference will be an international collaboration and discussion forum for practitioners and researchers on the topic of **Cross-Organizational Value Creation**.

We are now calling for abstracts for papers and presentations, proposals for workshops and tracks, and posters on the themes of the conference. We would like to encourage you to submit abstracts of conceptually or empirically focused proposals.

Abstracts will be reviewed by an international scientific committee with a double blind review process.

#### PAPER AND PRESENTATION ABSTRACTS

The title of the abstract should be no longer than 12 words, and the abstract itself must not exceed 250 words. The abstract should accurately reflect what is being proposed and indicate clearly the content of the final paper / presentation.

The abstract should include:

- Statement of the issue/problem, and the relevant background.
- Brief description of how the issue/problem will be approached, or the workshop methodology.
- Summary findings and results.
- Implications, contribution or relevance of the proposal.
- Conclusion and recommendations.

Accepted abstracts will be invited to be developed into papers and included in the conference proceedings of the Cross-Organizational Value Creation Conference.

#### IMPORTANT DATES

Extended Deadline: February 10, 2014:  
Submission deadline for abstracts.

February 10, 2014 – March 3: Abstracts review process.

March 3, 2014: Acceptance notification to successful authors, and instructions sent out for writing the full paper.

May 16, 2014: Submission deadline for full papers and proposals (for leading workshops and tracks).

April 25 – May 31, 2014: Full paper review. All papers will be published in the conference proceedings with an ISBN number.

June 2 – 4, 2014: Conference.

## WORKSHOP / TRACK PROPOSAL

If you have the knowledge and experience to lead a workshop or to organize a track, we would also appreciate receiving proposals for thematic workshops and tracks in the 2014 conference on Cross-Organizational Value Creation. The proposals should include:

- Title of track / workshop
- Name and organization of presenters/author(s)
- Track / workshop overview (200 words)

The track proposals should also include the following information:

- Name and organization of track chair
- Title of each presentation
- Abstract of each presentation (please refer to the instructions for writing the abstracts)

## SUBMISSION AND FURTHER INFORMATION

The deadline for the submission of abstracts of the proposals is **February 10, 2014**. Please upload your submission at:

<http://www.s2b-conference.com/index/submission>

For further information:  
[www.s2b-conference.com](http://www.s2b-conference.com)

## CROSS-ORGANIZATIONAL VALUE CREATION

### SUB-THEMES

#### 1. Science-to-Business Marketing

- Bringing science to business: creating partnerships and networks
- Best practice in Science-to-Business Marketing
- Value creating processes in market-oriented technology transfer
- Developing research projects and accessing research funds
- The role and management of organizations involved in Science-to-Business Marketing
- Testing and communicating disruptive innovation

#### 2. Design Thinking

- Design Thinking within the collaborative value creation process
- Service design and the customer experience
- Best practice in Design Thinking
- Design Thinking as a strategic tool for innovation
- From research to the market: the role of design in bringing ideas to market

#### 3. Business Models

- Designing, evaluating and implementing business models
- Business modeling within Research and Development (R&D)
- Open business models
- Business model innovation
- Business models in modern universities

#### 4. ICT Enabled Innovation

- Accelerating innovation through ICT
- Contributions of ICT to identifying market needs
- Technology in modern services
- Best practice in ICT-enabled innovation
- 'Born global' as a strategy
- Virtual value creation networks

#### 5. Cross-Organizational Value Creation

- Innovation ecosystems and open innovation
- The cultural elements of cross-organizational value creation
- Creating shared value
- Success factors of interdisciplinary applied research
- Public Private Partnerships
- Relationship Marketing in cross-organizational value creation

#### 6. Start-ups and Spin-offs

- Scientists become entrepreneurs: strategies to promote start-ups and spin-offs
- Joint ventures between universities and companies
- Funding science-based ventures: overcoming the valley of death
- Communication as a key driver for stakeholder involvement
- Incubators and their role in developing university start-ups and spin-offs