



Call For Papers

30th Euro-Asia Management Studies Association (EAMSA) Annual Conference

**University of Duisburg-Essen
Institute of East Asian Studies (IN-EAST)**

27-30th November 2013

Deadline for Paper Submission, 14 July 2013

Conference Theme

Innovation in Asia and Europe Approaches and Answers to New Challenges

CONFERENCE THEME

The need for greater product and process innovation and, it follows, more efficient innovation management are becoming increasingly important issues for enterprises in both Asia and Europe. Changing perceptions and value systems of customers as well as (administrative) requirements for 'greener' products are putting pressure on enterprises to re-think traditional product portfolios and familiar business models. As such, there is a growing need for new 'disruptive' innovation, as well as incremental and other forms of innovation.

Enterprises in Asia and Europe alike are challenged to find answers to these new market requirements. Solutions may be found in innovative organizational approaches, spontaneous or politically-induced clustering, novel HR-management practices or in new models of transnational collaboration combining the competitive strengths of both regions.

At the same time, governments are becoming increasingly involved in the institutional design of innovation fostering environments, be it through the promotion of technology intensive clusters, human capital-related initiatives, tax-related incentives or other specific science and technology policies. The corporate sector is challenged to leverage these policies for its own strategic requirements and to contain any negative or constraining side effects.

In this celebratory 30th Annual EAMSA Conference, we seek to examine these issues, exploring novel solutions to efficient innovation management and looking for best practice approaches. Given the context of a globalizing economy and the broad range of political, institutional, and commercial actors involved, we aim to identify the risks and opportunities of engaging in innovation in multipolar environments. We are interested in identifying local best practice and solutions to the problems of innovation, as well as exploring new forms of joint endeavours which bring together the strengths of local and international contenders.

Papers contributing to the Conference Theme: We invite papers that deal with the questions and issues detailed above from a conceptual, empirical, or exploratory perspective. We encourage contributors of empirical papers to reflect on the underlying theoretical and methodological assumptions of their research. We hope to open up new perspectives on innovation management by foreign and local enterprises in Asia and/or Europe.

We especially welcome submissions on the following topics:

- Comparative analysis of innovation in European and Asian technology-intensive clusters;
- Organizing innovation in European and Asian contexts
- Innovation in urban mobility (with a focus on e-mobility) across Europe and Asia
- Innovation in the governance structures of European and Asian firms and societies
- Innovation for, and in, aging societies and low income consumers
- Urbanization and innovation in Europe and Asia
- Innovation in multinational environments within and between European and Asian firms
- Comparative analysis of corporate innovation and industrial policies across Europe and Asia
- Euro-Asian supply chain management in times of environmental and economic uncertainty
- Evolving subsidiary strategies in Asian and European markets
- Sustainability of innovation and innovation systems in Asia and Europe

Papers outside of the main conference theme: As in previous years, we also welcome papers that fall outside of the main conference theme but which deal with issues of international business in Europe and Asia, especially studies that look at the interface between the two regions.

CONFERENCE VENUE AND PROGRAM

The conference will take place in an innovative environment of two new buildings of the faculty of engineering at the Campus Duisburg both doing energy research. In addition to the paper sessions (as outlined below) participants are invited to join a company visit, conference dinner, welcome reception as well as a cultural program after the end of the conference. A public event with distinguished keynote speakers will be held in the Museum Küppersmühle commemorating the inauguration the new IN-EAST School of Advanced Studies on Innovation.

SUBMISSION PROCEDURE AND DEADLINES

Deadline for paper submission: July 14, 2013.

There are three types of sessions for individual paper submissions. Please select the most appropriate type of session format from the following:

Competitive Papers:

The most polished papers should be submitted for inclusion in competitive sessions (max. 8,000 words inclusive of all materials, including appendices and references).

Workshop/Interactive Papers:

Papers in progress should be submitted for workshop sessions (max. 6,000 words inclusive of all materials, including appendices and references).

PhD Track:

PhD candidates and other young scholars are invited to present their work, at various stages of progress (from the proposal stage to post-fieldwork analysis, but max. 6,000 words in length).

Two types of sessions – the workshop/interactive and the PhD track - are less formal and designed to provide researchers with shared interests the opportunity to discuss their work. We therefore encourage established scholars as well as young/new scholars to present and discuss their research in progress in these sessions. All competitive paper submissions will be subject to a double blind review process by two reviewers, whereas workshop papers and PhD track papers will be evaluated only by one reviewer.

Regarding all submissions, paper evaluation will be based on the following criteria: analytical rigor, methods applied, originality, significance of conclusions.

Competitive papers, workshop/interactive papers and PhD track papers:

Full papers should reach the conference academic coordinator by July 14, 2013. This deadline will not be extended.

Paper submission is managed by easy chair. To submit a paper please log in using the following url: <https://www.easychair.org/conferences/?conf=eamsa2013>
If you have difficulties please contact the organization committee per e-mail to: eamsa2013@in-east.de

For submission details, please refer to the conference website: www.eamsa2013.org

Notification of approval and inclusion in the conference program will be sent out in September 2013.

All accepted papers will be included in full length in the conference proceedings.

AWARDS AND PUBLICATIONS

Post conference publication opportunity:

Authors of selected papers will be invited to submit their work to a special issue that will be submitted to [*Asian Business & Management*](#).

Conference awards:

Every year, several awards go to the best paper, and best reviewer. The best paper receives a prize from Palgrave ABM / EAMSA.

ONGOING CONFERENCE INFORMATION

For up-to-date information about the conference and related matters, please check the conference website at <http://www.eamsa2013.org>.

Information will be added successively.

Any questions regarding this call for papers should be addressed to the organizers at the University of Duisburg-Essen to: eamsa2013@in-east.de

ORGANIZING COMMITTEE

- Adam Cross (Director of the Centre for Chinese Business and Development, University of Leeds; Vice-President Europe EAMSA)
- Helmut Demes (Executive Director IN-EAST, University of Duisburg-Essen)
- Axèle Giroud (Economic Affairs Officer, UNCTAD; President EAMSA)
- Joop A. Stam (Prof. em. Erasmus University, Rotterdam)
- Markus Taube (Prof. of East Asian Economic Studies, University of Duisburg-Essen, Director IN-EAST School of Advanced Studies)