

Towards a New Architecture of Knowledge: Big Data, Culture and Creativity

Dresden, Germany | 15-17 June 2016

Special Track

Managing knowledge integration and disruptive change in emerging markets

Organizers:

Ashish Malik | Newcastle University

Rebecca Mitchell | Newcastle University

Brendan Boyle | Newcastle University

Description:

What got us here, won't get us there! Change isn't coming; it's already here! The fifth wave of disruptive information technologies is here. This mantra is on the minds of a number of business leaders in emerging markets (such as Brasil, Russia, India, China and South Africa) as they witness a revolution of production of unprecedented volumes of new data, information and knowledge in an increasingly integrated, interdependent and dynamic world of work. The received wisdom of managing knowledge-intensive firms and societies is seriously challenged by the increasing disaggregation and interdependence of work across borders and the proliferation of new disruptive technologies such as SMAC (Social media, Mobility technologies, Analytics and big data and Cloud computing) stack. Knowledge integration is considered as a dynamic capability for prospering in such environments. The impact of these changes across borders is neither fully understood nor has its full potential been realised by business leaders in emerging markets. Though such disruptive technologies rekindle entrepreneurial spirit and innovation, the challenge lies in managing the cultural and institutional factors in subsidiary operations or service providers in emerging markets catering to clients across the world to enable effective knowledge integration and innovation at workplace. In this track we call for innovative new research that focuses on the impact of disruptive technologies and managing knowledge across borders at the intersections of managing people, culture and innovation. The focus of this track is not on 'technology management' or 'information systems and management' per se, instead, we are most interested in questions that focus on how people in geographically distributed and interdependent firms manage knowledge and deal with such changes.

We provide below a list of topics relevant to the track but topics not included in the list below may also be considered:

- How do emerging market knowledge-intensive business-to-business firms integrate knowledge across their core and peripheral networks?
- How do emerging market knowledge-intensive business-to-business firms and subsidiaries deal with ethnocentric excesses of their clients and parent firms in managing knowledge flows?
- How do emerging market knowledge-intensive MNCs and their subsidiaries:
 - acquire, create, transfer and integrate new knowledge in an era of disruptive technologies such as SMAC
 - deal with the structural and relational aspects of knowledge that exist at the intersection of managing people, cultural

- diversity and complexity both within and across geographical borders?
- use information technology systems support in exploring and exploiting the opportunities SMAC technologies?
- attract, acquire and successfully integrate new knowledge?
- leverage SMAC technologies?
- undertake value creation and realisation through knowledge assets?
- What are the opportunities for exploring and exploiting new knowledge via SMAC technologies in emerging markets?
- What cultural routines and mind-sets are at risk? What new routines and mind-sets are needed for exploiting the opportunities presented by SMAC technologies in emerging markets?
- What knowledge, skills and routines are needed for harnessing innovation through SMAC technologies in emerging markets?

Keywords:

Managing culture, knowledge sharing, knowledge transfer, knowledge integration, innovation, managing people, teams, emerging markets and business-to-business firms, parent-subsidiary relationships

Guidelines:

Researchers wishing to contribute are invited to submit an extended structured abstract (in Word format) of 500-700 words by January 25, 2016. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are encouraged to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site www.ifkad.org

Deadlines

- 25 January 2016 - Abstracts Submission Deadline
- 28 February 2016 - Acceptance notification to authors
- 25 March 2016 - Early-Bird registration deadline
- 20 April 2016 - Full paper submission deadline
- 20 May 2016 - Registration deadline
- 15-17 June 2016 - Conference sessions

For further information

For further information about this special track, please contact:

Ashish Malik ashish.malik@newcastle.edu.au