

AIRC5 Ashridge International Research Conference 5

Global Disruption and Organisational Innovation

What is special about AIRC?

- International research with real world impact
- Supportive atmosphere
- Famous Ashridge House and gardens
- Special Issues of peer reviewed international journals



CALL FOR PAPERS

aimed at management and (international) business scholars

IMPORTANT DATES:

Deadline for proposals for extra Panel / Workshop:	10 December 2015
Deadline submission Extended Abstract	15 February 2016
Acceptance notification to authors:	20 March 2016
Early-bird registration cut off:	25 April 2016
Deadline Full paper delivery of accepted papers for inclusion in AIRC5 Proceedings:	30 May 2016
Conference dates:	3 July 2016 2pm – 5 July 2016 2pm

Conference Chairs *Professor Carla Millar*
Professor Kai Peters
Lee Waller

Keynote Speakers *Dr Laurent Choain, Mazars*
Professor Olaf Groth, Hult
Professor John Mahon, Maine
Professor JC Spender, Kozminski

The conference will feature an Opening Panel of Industry Experts, Keynote Speakers, conference sessions and a dialogue between academics and practitioners.

AIRC5 is the fifth in a successful series of Ashridge international research conferences that bring to the research and discussion table top of mind CEO, leadership and management challenges, in a multidisciplinary global setting where HR, international business, policy, marketing, innovation and strategy scholars present and debate their research in interaction with keynote speakers and practitioners.

In our last four conferences, we have seen a dynamic evolution of the topic and research foci, covering “Global Leadership, Global Ethics”, the “Challenges to bring the sustainability agenda from strategy to implementation”, The multigenerational organisation - from Gen Y to working beyond 65” - and last year’s “Challenges to managing HR in knowledge intensive institutions”.

AIRC conferences are linked to Special Issues of reputable peer reviewed international journals; to date the following have been / are being guest-edited: IJHRM, JMP, JOCM, JMD, JBE, JKM, JAET, JPA, TFSC.

For the 5th conference we focus on how to innovate, re-shape and strategically manage our sometimes stagnating, increasingly easily disrupted organisations, taking global and multi-disciplinary perspectives.

AIRC5
3 July 2016 2pm – 5 July 2016 2pm
Ashridge House, Berkhamsted, nr. London, UK



ASHRIDGE
EXECUTIVE EDUCATION

HULT

Many firms are experiencing the disruptive impact of the financial crises and the recession, of the digital era, of disruptive technology, of the diverse generational demands, of integration and narrowing of the global world, its increasingly knowledge-intensive nature, the growing importance of integrity and acting responsibly, changes in consumption patterns, the large scale migration, and attention to global warming and the environment.

Earlier in 2015 Ashridge/Hult International Business School conducted research about what was top of mind amongst C-suite respondents in the G7. While the multigenerational workforce and the longevity of the western consumers were perceived as both an opportunity and a threat, for the greater majority of respondents the most important issues were the need for creativity and innovation, managing knowledge workers, sustainable business (ethics and responsibility requirements as well as changes in consumer demands), and the effects of digital disruption, for example, disaggregation of industry, retail supply and value chains, internet, mobile phone based markets and payment system growth. Overwhelmingly Board members saw 'speeding up innovation', 'creating a service culture' and 'achieving organisational integration' as top strategic priorities for their organisation, and pronounced 'communication and team work', and 'managing complexity' as indispensable skills.

The AIRC5 conference welcomes submissions that discuss the organisational and strategic answers to the dilemmas of these and other organisational disruptions. Probing and evaluating these answers, we strive to challenge the literature and address, for example, effects of lack of integrity, specificities of knowledge intensive firms, ICT challenges, multigenerational issues, and other demands of the current experiences: what new models can be posited, as the old rules and systems no longer seem to work.

All disruptions affect the firm, its people, its leadership, its global strategies and policy, entrepreneurship, models and effectiveness. There is a need for specific innovations and instruments to leverage, even profit from them, in- and externally.

The complex patterns of disruption that are occurring globally have given rise to the term "VUCA environment" (volatile, uncertain, complex, ambiguous), and demand re-examination, reinterpretation or replacement of traditional thinking, opening it up to new concepts, new solutions. They may be multidisciplinary, multicultural, and must be dynamic, creative, forward looking, tolerant and inclusive.

We welcome the submission of Extended Structured Abstracts of original full papers, both conceptual papers that combine different and novel theoretical perspectives and empirical papers contextualizing the topics above, including advanced WIP, policy papers and research based proposals for panels.

To AIRC5 we welcome (interdisciplinary) scholars and practitioners in the various research areas that are affected by organisational disruption such as (but not limited to) People Management (HRM),

International Business and Marketing, Organisational Change Management, Innovation and Entrepreneurship, Strategy, Sustainability, Ethics, IC and Knowledge Management, Talent Management, Technology Management, and Leadership.

We are envisaging three tracks with research topics including but not limited to:

1. Strategies, innovations and instruments to leverage disruption

- The role of the financial crises in stimulating innovation and innovative investment
- New conceptualisations of organisational change with and for disruptive technology
- Ownership and stewardship of intangibles, knowledge and value networks – external and internal
- Strategies to identify, acquire and exploit new technological resources
- Planning techniques to address risks, gaps and opportunities arising from future disruptive technologies
- Corporate strategy in the light of public sector support for knowledge, innovation, education, ICT → 'smart growth' (Europe 2020)
- The value of knowledge management for intra-organisational innovation and company performance
- Organisational perception of innovation
- Creating a service culture
- The need for healthy thinking for a healthy organisation: responsibility, global sustainability, ethics, diversity, wellbeing
- Challenges and opportunities arising from the New Orthodoxies, including non-discrimination (in hiring, promoting and firing); positive discrimination to create diversity; ethics and values; protection of whistleblowers; sustainability; CSR
- Achieving recognition and ownership of the New Orthodoxies throughout the organisation, e.g. sustainable marketing, and strategies implementation
- Stimuli and barriers to innovation from the New Orthodoxies
- Business model innovations in response to disruptions
- Organisational impacts and options arising from prominent new technologies, e.g. a. Social media, social innovation and the role of networks
 - 'Smart' environments and their influence on managing people.

2. Global impact and responses

- The effective global organisation of the future – key characteristics
- Innovation and the global firm of the future
- Globally scarce talent as investment opportunity or profitability threat
- Career planning in a 21st century of mobility, global careers and rapidly changing skills/knowledge valuations
- The role of [international] marketing and communication for firms facing disruptive change
- Good and bad sides of rapid and radical innovation for producers, consumers, globally
- Global approaches to creating and building on entrepreneurship in the era

of disruptive technology

- Industry dynamics in an era of rapid creation and displacement of innovative products and firms.

3. New Leadership and new organisational models in the VUCA environment

- New management models for 'star' knowledge workers – cultivating, attracting and redeploying highly mobile talent
- Managing motivation and morale in the multigenerational organisation of baby boomers, the GenY and post-GenY generation
- HRM priorities and tactics in the face of obsolescence and employment disruption – corporate and professional challenges
- Organisational and political challenges of knowledge worker migrations
- New forms and sources of leadership, dynamic leadership relationships
- Markets for distinctive innovation management talent.

AIRC5 offers dialogue among scholars and research minded practitioners and timely feedback and peer review on their papers before the submission deadlines for the journal Special Issues that will be linked to the conference.

Deadlines and review process

Deadline for submission of the Extended Abstract

15 February 2016

Acceptance notification to authors

20 March 2016

Deadline delivery of full papers for AIRC5 Proceedings

30 May 2016

All full papers from accepted abstracts by registered participants will be included in the AIRC5 Conference Proceedings with ISBN number.

Papers not received by 30 May 2016 will not be published in the Proceedings.

Submission

- **The decision to accept papers for the AIRC5 will be made on the basis of the reviews of your extended abstract. The Template can be downloaded from www.ashridge.org.uk/AIRC5**
- All Extended Structured Abstracts manuscripts will be double-blind reviewed
- Extended Structured Abstracts and the later papers are submitted with the understanding
 - that they are original, unpublished works
 - that they are not being submitted elsewhere and
 - that (one of) the author(s) will attend the conference and present the paper
- Submit your AIRC Abstract for review as email attachment in Word (.doc or .docx) to AIRC5@ashridge.hult.edu with AIRC5 Abstract in the Heading
- After you receive your Acceptance notice, submit your full paper for the Conference Proceedings by 30 May 2016 to AIRC5@ashridge.hult.edu headed 'AIRC5 Paper'
- Full submission details can be found at <http://www.ashridge.org.uk/AIRC5/submissions>