



UAM-ACCENTURE CHAIR 2017 AWARD IN ECONOMICS AND MANAGEMENT OF INNOVATION

The UAM-Accenture Chair in Economics and Management of Innovation (www.uam.es/catedra-uam-accenture/index_en.html) launches the Ninth Edition of the Award for a research paper in Economics and Management of Innovation.

Digitization and open innovation are profoundly transforming our economic and social coordination schemes, giving rise to new products, processes and solutions, while at the same time other activities are rapidly becoming obsolete. Meanwhile, the expansion and deepening of global innovation networks have altered the geographic scope of open innovation. These transformations cannot be deemed as neutral, in the sense that they generate new opportunities and threats that may or may not be adequately addressed, and there is no doubt that the degree of success during this process will provide the basis for the quality of future economic performance.

Public policy can play a central role in channeling the transformation of agents and organizations during this process. The development of digital technologies, open innovation platforms and global innovation networks has opened up new channels for promoting science and innovation in local contexts. However it remains unclear how public policies can best react to these trends. This calls for enhanced cross-country analysis and debate around the next generation of policy instruments for knowledge sharing.

The motto for the 2017 Award is: **“The next generation of science and innovation policy: adapting the policy mix to foster open innovation and digitalization”**

Showcasing the profound effects that digitization and open innovation have on firms, societies, and public bodies, the call is open to diverse research proposals. Papers can focus on transversal issues such as Employment/unemployment in the digital age, or cater to more specific issues that can be jointly or alternatively considered:

- Digitalization, market dynamics and policy challenges
- Open innovation: comparative perspectives across industries and countries
- Global innovation networks: fostering collaboration in innovation across borders
- University-industry linkages and knowledge sharing in the context of digitalization

- Digitalization and labor markets
- The reskilling of the workforce
- The policy mix and the interactions among policy instruments
- New digital platforms for open innovation
- Digital Citizenship
- E-Government
- Economics of digital markets and networking
- Financing businesses in the digital economy

The following rules are applicable for the call for entries and the presentation of the award 2017:

CONDITIONS:

First: The UAM-Accenture Chair Award 2017 is five thousand Euros (5,000 Euros).

Second: The papers presented must be original and unpublished documents with a minimum length of 7,000 words and a maximum of 12,000, excluding appendices or tables. Only papers written in English are accepted. Papers must be delivered in pdf format. The first page must contain the paper's title, author or authors' names along with the organization they belong to, a brief biographical note and e-mail contact for each of them.

Third: Besides the paper, authors shall send an abstract of between 1,000 and 1,200 words in plain language. By participating, you authorize the UAM-Accenture Chair to distribute a publication with a selection of abstracts from papers submitted to this award. Abstracts structure will be as follows: (i) Objectives of the study; (ii) Methodology; and (iii) Conclusions.

Fourth: Papers should be sent to catedra.uam-accenture@uam.es not later than 11.59 p.m. of February 1st, 2018.

Fifth: The Chair UAM-Accenture Board will designate the Jury for the 2017 Award in due course. It will be composed of relevant academics, business managers and policy makers. The President of the Board, representing Accenture, and the Director of the Chair, representing the UAM, will be members of the Jury.

Sixth: The Award winner will be announced in April (2018). The Chair will then organize a prize-giving event.

Seventh: The recipients of the prize will be free to send their paper to any journal, mentioning the Award and the sponsorship of the Chair.

For further information, see:

www.uam.es/catedra-uam-accenture

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