



CALL FOR PAPERS

Developing Open Business Model sustainable– but how?

23.9 2015 – The New York Times : “Quirky, an ambitious crowdsourced invention start-up, which raised \$185 million from investors that included General Electric and leading venture capital firms, filed for bankruptcy on Tuesday. The failure of the company, based in New York, will surely raise questions about how far the crowd-based model of innovation and product development, made possible by the Internet, can go. Other companies are using crowdsourcing to make physical goods, from Threadless for T-shirt designs to Local Motors for automobiles. The aim of this track is to analyze success factors of Open Business Models!

We would like to encourage researchers to address the following questions:

- ◆ Does the development of Open Business Models require new ways of collaboration and „firm openness“?
- ◆ What is about sharing patents, like Tesla did?
- ◆ Does the management of Open Business Models require new organization-level activities or capabilities?
- ◆ What is about a new „champion“ concept?
- ◆ Open Business Models often require new ways of value capture strategies. But which are successful?

How to submit a paper?

For more information concerning the conference and the submission details, please visit:

<http://www.rnd2016.eng.cam.ac.uk/>

Deadline for the submission of abstracts is: **February 1st, 2016.**

By the end of the sessions we hopefully have a new debate of openness and open strategies of business models, which encourage our community to develop a stronger definition of openness and lead to both an own theory of “open business models” and practicable strategies to manage these new business models

About the R&D Conference:

The R&D Management Conference is a high quality conference attracting leading representatives from industry and academia in the field of R&D Management. It is closely linked to the RADMA association and the R&D Management Journal.

If you have any questions concerning this track, please do not hesitate to contact us personally:



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THE R&D MANAGEMENT CONFERENCE 2016 -
"From Science to Society: Innovation and Value Creation"

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