

Call for Submissions: Full and Short Presentations

The 18th Open and User Innovation Conference (#OUI2020)

6-7 July, 2020 @ RWTH Aachen University, Germany

www.oui-society.org | oui.open-innovation.com

Direct link to paper submission system: <http://oui.open-innovation.com/call-for-submissions/>

We invite you to submit your latest and best work on open & user innovation for the **18th Intl. Open and User Innovation Conference**, taking place in Aachen, Germany, on **July 6 and 7, 2020** (plus optional pre- and post-conference program). **The submission deadline for the OUI 2020 is March 1, 2020. More information how to prepare your submission is below.**

About the OUI 2020

Organized by the **Open & User Innovation Society** since 2002, the Open and User Innovation Conference (OUI) brings together more than 200 researchers from around the world to exchange recent research in open and user innovation. The **community of scholars meeting at OUI** shares a very open, developmental academic culture, providing plenty of feedback and ideas. You can submit both finalized work (based on a full paper), but also work-in-progress.



The #OUI2020 **opening keynote speakers** will be Prof. **Henry Chesbrough**, UC Berkeley, and Prof. **Eric von Hippel**, MIT, providing together a truly collaborative and inclusive perspective on Open (*and*) User Innovation. In a further keynote, Prof. **Ann Majchrzak**, USC, will discuss Collaborative Solutions to Wicked Business and Societal

Problems. Further keynotes and plenary sessions will be announced soon.

The **OUI is truly multidisciplinary**, covering disciplines such as innovation mgmt., strategic mgmt., organization design, IP law, marketing, entrepreneurship, and public policy, but also health care, psychology, or industrial engineering and design.

OUI 2020 will be held at **RWTH Aachen**, one of the leading institutes of technology in Europe and the heart of German engineering, celebrating its 150th anniversary in 2020, too. Your host will be the **Institute for Technology & Innovation Management** (RWTH TIM) at RWTH's School of Business & Economics.

Important dates:

March 01, 2020: Abstract submission deadline

April 01, 2020: Notification of Acceptance

April 06, 2020: Early registration closes

July 6-7, 2020: Main conference dates

More details and the program structure are be continuously updated at the **#OUI2020 website** oui.open-innovation.com and the OUI Society www.oui-society.org.

Call for Submissions

The submission system is now open. There are possibilities to give a **full paper presentation** (15 minutes plus Q&A) or a **short presentation** (4 minutes). Full presentations are for developed

papers with at least initial findings and conclusions. Short presentations are to pitch early work in progress so that you can introduce your ideas and research to the community, get feedback and suggestions and find collaboration partners.

If you wish to present, please fill out the submission form in the Google Forms-based submission system **by March 1st 2020**.

Note: You will not upload a paper, but submit all information and text into the system! However, we advise you to prepare all information in a separate text document and then copy/paste the required sections. No figures or tables. **Before preparing your submission, go to the submission system to see what we ask you to provide.**

In the system, you need to provide the following information (in addition to your name, affiliation, paper title, keywords, paper type):

- **Motivation and research question:** Briefly describe the purpose of your study. What specific problem does it address? (200 words max)
- **Methods:** Briefly describe the methodology used in your study. How precisely was the work executed? What data did you use? (200 words max)
- **Findings:** What are the main outcomes and results of your study? (200 words max)

- **Contribution to OUI:** What will your results add to the current understanding or theory in the OUI community? (200 words max)

In addition, we ask you to **provide an abstract** of your study that will be used in the book of abstracts to announce your talk. (300 words max)

When submitting your research, pick one of the following **tracks of the OUI 2020**:

- Open Social Innovation: Healthcare, Sustainability, and Societal Challenges;
- Open and User Innovation Platforms;
- Lead users, Toolkits, and User Identification;
- Firms' Capabilities and Interaction for Open and User Innovation;
- Crowdsourcing and Distributed Problem Solving;
- Crowdfunding and User Entrepreneurship;
- Institutions, Innovation Law, and Intellectual Policy;
- Open Software, Open Hardware, and Makers;
- Diffusion of Open and User Innovation;
- The Internet of Production: Industry 4.0, User Process Innovation, and Data Ecosystems.

Acceptance decisions for both full presentations and short presentations will be based on a review of your answers to the four structured questions.

All **accepted presenters** are required to **register and pay the conference fee**.

Go to the OUI 2020 submission system: oui.open-innovation.com/call-for-submissions/

#OUI2020 Conference Outline, Locations, Travel

Sunday, 5 July 2020: Pre-Conference Day

2pm: Sub-community meetings and self-organized pre workshops*

730pm: Informal get-together and warm-up in an Aachen pub.

* *We are happy to support any community-organized pre-meetings, Special Issue workshops, junior sessions, etc. Let us know your ideas at oui2020@time.rwth-aachen.de!*

Monday, 6 July 2020: First Conference Day

9am: **OUI 2020 keynotes start**, followed by parallel sessions and workshops

5pm: Transfer to RWTH Campus for **Tours, Drinks, and Official Dinner**

Tuesday, 7 July 2020: Second Conference Day

9am: **OUI 2020 keynotes, and sessions continue**

5pm: **Final plenary session**, co-creating our conclusions, followed by drinks at hotel

6pm: OUI 2020 ends

Evening: Explore the Aachen restaurant scene (match-making tool to form peer groups provided)

Wednesday, 8 July 2020: Optional Workshops

9am-5pm: **Peer Reviewing and Academic Writing** offered by former JPIM editors *Gloria Barczak* and *Abbie Griffin* at RWTH TIM Institute (limited spaces available)

9am-4pm: **Open Innovation and Societal Challenges**: Organized by the **OpenInnoTrain** project (Chair: *Cornelius Herstatt*)

9am-1pm: **Industry 4.0 and Industrial Data Ecosystem**: OUI in Process Innovation (with RWTH's National Cluster of Excellence "Internet of Production", chair: *Frank Piller*)

Locations

Aachen, founded by the Romans more than 2000 years ago, became the center of Europe about 1200 years ago, when Charlemagne made it his capital. Today it is a very nice mid-sized town where Germany, the Netherlands, and Belgium meet, with 4 universities/colleges and in total 60,000 students among its 250,000 inhabitants.

The conference plenary sessions and paper discussions will take place in the conference center of the **Quellenhof Hotel Aachen**.

RWTH Aachen University and its new **RWTH Campus** will host the social events, but also lab tours. It is **one of the largest open innovation parks in Europe**, where RWTH members co-create research and development with more than 450 companies and numerous startups and affiliated centers on site.

Travel to Aachen & Conference Hotels

Check our conference page for **travel and recommended hotels**:

<http://oui.open-innovation.com/travel-and-accomodation/>

OUI 2020 Conference Hosts & Contact

Kathleen Diener, Patrick Pollok, and Frank Piller

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We are looking forward to seeing you in July 2020 in Aachen!

In the meantime, please share the news using the hashtag #OUI2020

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