Call for Papers
for the Scientific Conference of the
Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V.
in Bonn University/Germany (May 18, 2017)
and the Special Issue (JBE) on

“Towards agile innovation:
A new paradigm for innovation management?”

Much has changed since the Stage-Gate® model has been introduced in the 1980s (Cooper, 1993). Recently, rapid technological advances have greatly challenged or already altered traditional approaches in innovation management. Even today, authors report surprisingly high failure rates of newly launched innovations (Castellion and Markham, 2013). This persuasively illustrates the urgency to develop a responsive capability to cope with these changing conditions. Consequently, companies need to successfully adapt their innovation behavior to the accelerated changes in turbulent market environments to maintain their competitiveness. Due to that, there has been a call for more agile innovation and product development approaches in order to be more flexible while maintaining efficiency at the same time (e.g., Wilson & Doz, 2011).

Therefore, the upcoming Scientific Conference of the Erich-Gutenberg-Arbeitsgemeinschaft aims at exploring and discussing state of the art research on new ways of making innovation processes more agile. Moreover, the conference also invites participants that examine antecedents and outcomes of agile innovation resistance, aiming at better understanding the reasons why companies fail to foresee or adapt to obvious change. We invite papers that provide novel conceptual perspectives, present relevant empirical or experimental insights, and/or are based on case studies.

Suitable topics of interest within the context of agile innovation include but are not limited to:

- Methods of agile innovation
- Typologies of agile innovation
- Theoretical perspectives for understanding agile innovation
- Changing environmental conditions and their impact on new product development
- The role of corporate culture in agile innovation
- Organizational requirements for enabling agile innovation
- Individual/organizational obstacles to achieving agile innovation
- Factors influencing agile innovation endeavors
- Outcomes of agile innovation approaches
- Motivation of different actors involved in agile innovation practices
- Measuring agile innovation
- Noteworthy examples of agile innovation
Submission procedure

- All submissions must follow the editorial guidelines of Journal of Business Economics, which can be obtained from the journal website (www.springer.com/11573).
- Submitted abstracts and papers should not have been previously published nor be currently under consideration for publication elsewhere.
- Extended abstracts (max. 600 words) as well as papers have to be submitted in English. The presentation at the Scientific Conference of the Erich-Gutenberg-Arbeitsgemeinschaft on May 18, 2017 may be held in German or English.
- All papers will be reviewed in an anonymous, double-blind process by distinguished referees with regard to relevance, originality, and research quality in order to guarantee the highest possible quality.
- Extended abstracts must be submitted to the chairman of the Erich-Gutenberg-Arbeitsgemeinschaft (agile-innovation@industrial-management.org), using “JBE (Special Issue) Towards agile innovation: A new paradigm for innovation management?” as the subject heading. After the conference the full papers must be submitted online via the website www.springer.com/11573 choosing the corresponding article type.
- Accepted contributions are considered for publication in a special issue of the Journal of Business Economics (JBE). Further information is available at www.springer.com/11573. For this, full papers must have been presented at the scientific conference in Nuremberg.

Tentative schedule

- Submissions of extended abstracts: March 12, 2017
- Initial decision and author notification: April 3, 2017
- Paper presentation at the scientific conference in Bonn/Germany: May 18, 2017
- Submission of full papers: October 30, 2017
- Publication of the special edition of the journal: Beginning of 2019 (estimated)

Editors of the special issue

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