

# CID Conference 2019

International Scientific Conference on

## Collaborative Innovation Development

Hosted by Białystok University of Technology,  
Faculty of Engineering Management

Poland, Białystok / Kleosin, June 10-11, 2019



Patronage:





Bialystok University of Technology is pleased to announce the International Conference on Collaborative Innovation Development (CID) mainly with external, but also with internal stakeholders in organisations of both types: commercial and public ones. The conference co-organizer is Foundation for the Development of the Bialystok University of Technology. Although the thematic scope of the conference is devoted mainly to marketing perspective with the focus on phenomena such as: relationships, networks, interactions, collaborative tools and practices, communication, value co-creation, the conference has a multidisciplinary character, as CID can be approached also from other than marketing perspectives, e.g.: R&D project management, open innovation, innovation management, and organizational change management.

**In the business sector**, the Collaborative Innovation Development with external stakeholders (e.g. customers and suppliers within the supply chain, distributors, potential consumers, consumers as product users, experts, clusters, universities and other research institutions) could be treated as manufacturing or services companies' capability, which allows to achieve strategic advantage delivered by such relationships. Although the literature emphasizes the type of CID, which is collaborative New Product Development, other types of innovation development, such as: technological, social or marketing within the collaborative approach. The collaborative approach to innovation development processes could be connected with the B2B relationship marketing area (e.g. Jer et al., 2017; Trainor et al., 2013; Corsaro et al., 2012), but also consumers' involvement in NPD processes (e.g. Chang and Taylor, 2016), is also relevant, being included in a B2C area. CID can be also associated with internal stakeholders, e.g. the issue of company's interdepartmental collaboration. The NPD literature demonstrates, that the term "collaboration" is widely used and is often considered to be the same as: integration, coordination, cooperation and communication (Mishra and Shah, 2009; Gulati et al., 2005).

Collaborative Innovation Development (CID) approach **in the public sector** relies on harnessing the resources and the creativity of external networks and communities (including citizen networks as well as networks of nonprofits and private corporations) to amplify or enhance the innovation speed as well as the range and quality of innovation outcomes (Nambisan, 2008). This approach stresses the importance of the fact that innovation does not only take place in specific organizations. Organizations should be willing to share resources (like ideas, knowledge, funds and people) across organizational boundaries. The innovation is perceived as a process of collaboration and value co-creation among stakeholders in order to address societal challenges (Voorberg et al., 2015). CID research areas in public sector includes the nature of innovations across the entire spectrum of public service organizations, like central and regional government, local government, health care, cultural and educational organizations and also non-governmental public sector bodies and agencies.

**The aim of the conference** is to exchange knowledge among participants and get more insights into the issue of Collaborative Innovation Development from different theoretical perspectives and also from management practice point of view. The conference will place great emphasis on the scientific discussion on conference participants' presented works, towards development of extended abstracts into full papers, intended for submission to the quality journals. Keynote speakers, some other conference participants and members of the Scientific Board are experienced in publishing in high quality journals and would share their expertise to support improvement of presented research works.

**Topics of interest**, with regard to different type of organizations, include but are not limited to the following:

- Practices, tools and methods utilized in CID
- Inter-organizational relationships, networks, interactions in CID processes
- Intra-organizational issues in CID processes
- Antecedents of successful CID (e.g. environmental, organizational, relational)
- Communication with external and internal stakeholders within CID processes
- Leadership in CID processes
- Inter-organizational or intra-organizational learning versus CID
- Trust in CID processes
- Co-designing, co-development, co-implementation to production or to the market in CID
- Value co-creation in CID processes
- Citizens engagement in CID processes in public organisations
- Consumers engagement in CID processes in services and manufacturing commercial organisations
- Internationalization versus CID
- Motivations of stakeholders being involved in CID
- Perception of organisations on external stakeholders engagement in CID
- The effectiveness and efficiency of CID process, e.g. time, cost and CID implementation outcomes, e.g. successful commercialization, customer satisfaction, effectiveness of solutions, relational benefits
- Organisational and strategic management aspects of CID, strategic foresight
- R&D project management in CID
- Organisations' customer reactive or proactive orientation versus CID
- CID versus co-production
- Theoretical aspects of collaborative decision making with regard to innovation

- ICT/digital technology versus CID
- Utilization of Internet of Things (IoT) in CID processes
- Comparison of collaborative versus non collaborative innovation development in organisations
- Machine to machine (M2M) interactions in CID processes

**Literature:**

1. Chang, W., and Taylor, S. A. (2016). The effectiveness of customer participation in new product development: A meta-analysis. *Journal of Marketing*, 80(1), 47-64.
2. Corsaro, D., Cantù, C., and Tunisini, A. (2012). Actors' heterogeneity in innovation networks. *Industrial Marketing Management*, 41(5), 780-789.
3. Gulati, R., Lawrence, P.R., and Puranam, P. (2005). Adaptation in vertical relationships: beyond incentive conflict. *Strategic Management Journal* 26(5), 415-440.
4. Jer, R., Kim, D., and Bello, D. C. (2017). Relationship-based product innovations: Evidence from the global supply chain. *Journal of Business Research*, 80, 127-140.
5. Mishra, A. A., and Shah, R. (2009). In union lies strength: Collaborative competence in new product development and its performance effects. *Journal of Operations Management*, 27(4), 324-338.
6. Nambisan, S. (2008). *Transforming Government Through Collaborative Innovation*. IBM Center for the Business of Government. <https://staging.community-wealth.org/sites/clone.community-wealth.org/files/downloads/paper-nambisan.pdf>
7. Trainor, K.J., Krush, M.T., and Agnihotri, R. (2013). Effects of relational proclivity and marketing intelligence on new product development. *Marketing Intelligence & Planning*, 31(7), 788-806.
8. Voorberg, W.H., Bekkers, V.J., and Tummers, L.G. (2015). A systematic review of co-creation and co-production: Embarking on the social innovation journey. *Public Management Review*, 17(9), 1333-1357.



# Information to the authors

- Intending participants should register for the conference sending completed registration form to dr Ewa Rollnik-Sadowska at the following e-mail address: **wiz.cid2019@pb.edu.pl**.
- Information on the CID conference 2019 is also available at **<http://wiz.pb.edu.pl/cid-2019>**.
- Participants are invited to submit the extended abstracts written in English (3 pages long excluding references;; Times New Roman, 12pt; justified text; margins 2,5 cm; singled spaced; citing literature in the text and at the end of the manuscript: Use American Psychological Association (APA) Style; when citing in the text, the following style should be included: author's surname, year of publication. The bibliography should be listed at the end of the manuscript in alphabetical order.
- The extended abstracts will be reviewed by the members of the Scientific Board.
- All participants, with accepted extended abstracts will have an opportunity to present their work and receive feedback. The extended abstract presentation at the conference is a condition for publication in the book of abstracts (electronic version).
- Participants will receive also: electronic version of the book of abstracts, conference materials, meals and drinks during the conference and evening dinner.
- The conference fee is 650 PLN (for participants affiliated at universities in Poland); 150 EUR (for participants affiliated at universities outside Poland).
- The participation in the conference without abstracts is also accepted (the conference fee is the same).
- The conference language is English.
- Participants are responsible for arranging their own accommodation.

- The following journals' editors or guest editors may invite the chosen authors of the extended abstracts (according to the policy and rules of the journals) for developing full papers and submit to particular journal:
  - Journal of Business Economics and Management (indexed by Web of Science, impact factor 2017 = 1.503)
  - Engineering Economics (indexed by Web of Science, impact factor 2016 = 0.726)
  - Engineering Management in Production and Services (indexed by Scopus), general issue and special issue 4, volume 11: "New Perspectives on B2B Marketing - Connecting Marketing and Technology"
  - Oeconomia Copernicana (indexed by Web of Science) - single issue dedicated to the CID conference 2019
  - Business Theory and Practice (indexed by Scopus)
  - Journal of Entrepreneurship, Management and Innovation (indexed by Web of Science)

*THE CONFERENCE FEE DOES NOT INCLUDE THE PUBLICATION FEE IN SOME OF THESE JOURNALS. THE CONFERENCE ORGANIZING COMMITTEE DO NOT GUARANTEE THE PUBLICATION OF FULL PAPERS IN THESE OR OTHER JOURNALS.*

## Location

The conference will be held at Bialystok University of Technology, Faculty of Engineering Management, ul. 2 o. S. Tarasiuka Street, 16-001 Kleosin. For further information on Bialystok and the Podlasie region please visit:

[https://www.youtube.com/watch?v=UdshwrfKh\\_A](https://www.youtube.com/watch?v=UdshwrfKh_A)

<https://youtu.be/kK0JALAFzg0>

<https://bialystoksubiektywnie.com/blog/2016/04/02/atraccje-bialeostoku-co-warto-zobaczyc/>

<http://atracjepodlasia.pl/atracje-turystyczne/bialystok/>

# Provisional programme

## 10th of June 2019

09:30 – 10:00

- Registration and coffee

10:00 – 11:30

- Parallel sessions 1: Extended abstracts presentations

11:30 – 11:45

- Coffee

11:45 – 12:00; 12:00 – 12:30; 12:30 – 13:15

- Welcome: Assoc. Prof. Ewa Glińska, Białystok University of Technology
- Assoc. Prof. Dariusz Siemieniako, Białystok University of Technology, *CID in the business sector*
- Assoc. Prof. Krzysztof Kubacki, Griffith University, *CID in the public sector*

13:15 – 14:00

- Lunch

14:00 – 15:30

- Parallel sessions 2: Extended abstracts presentations

15:30 – 15:45

- Coffee

15:45 – 17:15

- Parallel sessions 3: Extended abstracts presentations

19:00

- Conference dinner (dress code: casual)

## 11th of June 2019

9:00 – 10:30

- Business practice in CID
- meeting business practitioners

10:30 – 10:45

- Coffee

10:45 – 11:25

- Assoc. Prof. Maciej Mitreęga, University of Economics in Katowice, *CID in the scientific research*

11:30 – 13:00

- Parallel sessions 4: Extended abstracts presentations

13:00 – 14:00

- Lunch

## Key dates

- 15th of March 2019 Deadline for conference registration
- 15th of March 2019 Deadline for extended abstract submission
- 15th of April 2019 Information to the authors on abstract acceptance
- 30 of April 2019 Deadline for payment
- 10–11 June 2019 Conference

# The Speakers

**Krzysztof Kubacki** is an Associate Professor in Marketing at Social Marketing @ Griffith, Griffith Business School, Australia. Krzysztof's research focuses on identification, trial, evaluation, and dissemination of innovative approaches to behaviour change programs. He has over 15 years of experience in translating complex research into actionable recommendations and good practice guidelines in the United Kingdom and Australia. His research explores the transfer of useful, evidence-based knowledge within and outside of the social marketing field. Recently Krzysztof spent 5 years (2013–2018) working as VicHealth's Social Marketing Research Practice Fellow. The findings and frameworks emanating from his VicHealth fellowship have directly informed innovative behaviour change program development and service delivery. Krzysztof regularly provides social marketing and behaviour change training to practitioners and he is sought after to serve in advisory board roles. Krzysztof's research has been published in over 90 books, book chapters, industry and government reports, and leading scientific journal articles. He serves on editorial boards of both social marketing journals: Social Marketing Quarterly and the Journal of Social Marketing.

**Maciej Mitreęga** is an Associate Professor and a head of Business and Consumer Relationship Management Department at the University of Economics in Katowice. Devoted to high quality research: 13 papers published in top-tier Impact Factor journals, including Long Range Planning (Thomson Reuters impact factor in 2016 = 3.6), International Journal of Operations & Production Management (IF in 2016 = 3.4), Industrial Marketing Management and Journal of Business & Industrial Marketing. He was Marie Curie Research Fellow and Honorary

Research Fellow at Manchester Business School for the years 2010–2014. The member of the editorial board in Industrial Marketing Management and Journal of Business & Industrial Marketing. His research area is mainly inter-firm relationships and networks, including relational strategies oriented at company innovations.

**Dariusz Siemieniako** is an Associate Professor at the Faculty of Engineering Management, Białystok University of Technology. He is also associated as an Adjunct Senior Lecturer (from 2013) in the Department of Marketing, Griffith Business School in Australia. During his almost 25 years of his professional career he combined the activity in business practice and scientific research, transferring theory to the practice and practice to theory. Dariusz has experiences (about 7 years) in working as CEO, Board Member and Director of Business Development for several large companies (mostly manufacturing), being involved in ideation, development and implementation of innovative projects. Recently Dariusz was involved in improvements of R&D project management for a manufacturing companies. His research focuses on B2B relationship management and collaborative innovation development including NPD in manufacturing area. He published in quality journals including: Industrial Marketing Management, Journal of Marketing Management, Qualitative Marketing Research, Journal of Customer Behaviour, Journal of Consumer Marketing. He was awarded international scholarships of University of Cambridge (Clifford and Marry Corbridge Trust) and Griffith University.

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