



ECEI 2009



**4th European Conference on  
Entrepreneurship and Innovation  
University of Antwerp, Belgium  
10-11 September 2009**

**Conference Chair:** Dirk Van Dyck, University of Antwerp, Belgium

**Programme Chair:** Johan Braet, University of Antwerp, Belgium

**Call for Papers, Posters, Round Table Proposals, Practitioner Contributions and Product Demonstrations**

**Mini track on The front end of innovation and integrated product development**

**Track Chair:** Christiaan Baelus, Artesis University College, Belgium

Through this mini-track on the front end of innovation and integrated product development, we propose to emphasize and develop knowledge on the front end of innovation from different perspectives. The front end process has been documented by various scholars, but the most influencing factors and expected outcomes of each sub-phase (e.g. with regard to formality) have been under-researched. Additionally, attention is increasingly drawn on product development processes including all aspects right from its initiation (e.g. customer viewpoint, human interfaces, etc.). The simultaneous integration of technological, economic and human-centered aspects has become a critical success factor in new product development. This track seeks to explore and discuss the front end of innovation and the concept and application of integrated product development in more detail.

- Managing added value in the front-end of innovation
- Strategies for technology driven innovation
- Modeling Human centered innovation
- Creative methods and tools for the front-end
- Shaping new services
- Design and experiment based innovation
- Sustainable drivers for innovation
- Knowledge management: innovation as a learning process
- Innovation culture and innovative climate

**Publication opportunity**

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and ECEI proceedings are listed in the Thomson ISI Index Social Sciences & Humanities Proceedings (ISSHP/ISI Proceedings) and the Thomson Index to Social Sciences & Humanities Proceedings (ISSHP).

Selected papers presented at the conference will also be considered for publication in a special issue of the International Journal of Entrepreneurial Venturing (IJEV).

As well as full academic papers, the following submissions are welcomed:

**Research in Progress;** Researchers may submit current projects whilst they are still in progress.

**Case Study Submissions;** Submissions should be written to publishable standards.

**Poster Submissions;** Welcomed in any of the areas identified in the call for papers.

**Round Table Proposals;** Topical subjects proposed for discussion.

**Practitioner Contributions;** Contributions, either presentations or demonstrations, from individuals and organisations working in the field. Presentation submissions should follow the abstract submission process. For product demonstrations, please submit a proposal of 200-300 words describing a research facilitation product you would like to demonstrate and the audience it serves. Proposals should be sent as an email attachment to [Sue Nugus](#) not later than **9 April 2009**. Demonstrations themselves are expected to be approximately 15 minutes in length.

### Submission details

- Abstract details:** All submission types require a 300-500 word abstract in the first instance, to be received by **19 February 2009**. Please read the guidelines at <http://academic-conferences.org/abstract-guidelines.htm>
- Submission:** Only accepted by online form submission at <http://academic-conferences.org/ecei/ecei2009/ecei09-abstract-submission.htm>.
- Full paper:** Only required for academic submissions once the abstract has been selected, no more than 5,000 words to be received **9 April 2009**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Elaine Hayne](mailto:elaine.hayne@academic-conferences.org) at [elaine.hayne@academic-conferences.org](mailto:elaine.hayne@academic-conferences.org)

All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

### Important dates

Abstract submission deadline:	<b>19 February 2009</b>
Notification of abstract acceptance:	<b>26 February 2009</b>
Full paper due for review:	<b>9 April 2009</b>
Notification of paper acceptance (subject to any requested changes):	<b>18 June 2009</b>
Earlybird registration closes:	<b>02 July 2009</b>
Final paper due (with changes):	<b>16 July 2009</b>
Final author registration date:	<b>6 August 2009</b>

### Conference Executive

Eric Bodger, University of Winchester, UK  
Professor Johan Braet, University of Antwerp, Belgium  
Professor Charles Despres, Ecole Polytechnique, France  
Katrina Easterling, Winchester Business School, University of Winchester, UK  
Professor Alea Fairchild, Vesalius College, Vrije Univ Brussels, Belgium  
Paul Jones, University of Glamorgan, UK  
Trish Kernan, University of Winchester, UK  
Dr Loykie Lominé, University of Winchester, UK  
Professor Neil Marriott, University of Winchester, UK  
Sean Pather, e-Innovaton Academy, Cape Peninsula University of Technology, South Africa  
Professor Christopher Turner, University of Winchester, UK

### Conference Committee:

The conference programme committee consists of key people in the entrepreneurship and innovation community, both from the UK and overseas. The following people have confirmed their participation:

Amiruddin, Ahamat (Multimedia University, Malaysia); Nigel Adams (University of Buckingham, UK); Senguttuvan Annamalai (Madha Engineering College India); Robert Atkinson (The Information Technology and Innovation Foundation, Washington, USA); Ashwini Awasthi (MLSM College, Sundernagar India); Alan Barrell (Centre for Enterprise Learning, University of Cambridge, UK); Eric Bodger (University of Winchester, UK); Benjamin Botchway (American University of Nigeria, Nigeria); John Bourne (Olin College, Massachusetts, USA); Sheryl Buckley (University of Johannesburg, South Africa); Arie Buijs (Utrecht University, Netherlands); Kevin Burt (University of Lincoln, UK); Elias Carayannis (George Washington University, USA); Yanto Chandra (University of Amsterdam, Netherlands); Paulo Rupino Cunha (University of Coimbra, Portugal); Leo-Paul Dana (University of Canterbury, Christchurch, New Zealand); Charles Depres (Conservatoire des Arts et Metiers, Paris, France); Katrina Easterling (University of Winchester, UK); Vasco Eiriz (University of Minho, Portugal); Alea Fairchild (Vesalius College, Vrije Univ Brussels, Belgium); Maria Joao Ferreira (Universidade Portucalense, Porto, Portugal); Heather Fulford (Aberdeen Business School, UK); Brendan Galbraith (University of Ulster, UK); Andrew Goh (University of South Australia, Australia); Khaled Hamid (Virginia Commonwealth University, Richmond, USA); Saskia Harkema (The Hague University of Applied Sciences, The Netherlands); Charles Hofer (University of Georgia, USA); Paul Jones (University of Glamorgan UK); Alexandros Kakouris (University of Athens, Greece); Trish Kernan (University of Winchester, UK); Fred Kiesner (Loyola Marymount University, USA); Gyeong-Min Kim (Ewha Womens University, Seoul, Korea); Sam Kongwa (Walter Sisulu University, Mthatha, South Africa); Codrin Kruijne (Utrecht University, Netherlands); Kothandaraman Kumar (Indian Institute of Management Bangalore, India); Jonathan Lean (University of Plymouth Business School, UK); João Leitão (University of Beira Interior, Covilhã, Portugal); Loykie Lominé (University of Winchester, UK); Angeline Low (University of Technology, Sydney, Australia); Sam Lubbe (University of South Africa); Neil Marriott (University of Winchester, UK); Juan Martínez (Universidad Politécnica de Cataluña, Spain); Ian McLoughlin (University of Newcastle upon Tyne, UK); Zoran Mitrovic (Cape Peninsula University of Technology, Cape Town, South Africa); Jens Mueller (Management School, Waikato University, New Zealand);

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Maurice Mulvenna (University of Ulster, Newtownabbey, UK); Jan Nab (Utrecht University, Netherlands); Desai Narasimhalu (Singapore Management University, Singapore); Mohand-Said Oukil (King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia); Jatin Pancholi (Middlesex University, London, UK); Shaun Pather (Cape Peninsula University of Technology, Cape Town, South Africa) Dean Patton (University of Southampton, UK); Catarina Ramalho (University of Lisbon, Portugal); Cheryl Rodgers (University of Portsmouth, UK); Enrico Santarelli (University of Bologna, Italy); Namchul Shin (Pace University, New York, USA); David Smith (Nottingham Trent University, UK); Padma Srinivasan (ICFAI Business School, India); Thomas Thijssen (University of Amsterdam, Netherlands); Marko Torkkeli (Lappeenranta University of Technology, Finland); George Tovstiga (Henley Management College, UK); Christopher Turner (University of Winchester, UK); Catherine Wang (University of London UK); Utz Weitzel (Utrecht University, Netherlands); Shaker Zahra (University of Minnesota, USA); Peter White, (YTKO Ltd, Cambridge, Cambs).

This pdf is an abbreviated call for papers. The full call for papers can be found online at <http://www.academic-conferences.org/ecei/ecei2009/ecei09-home.htm>