

**7th European Conference on
Management, Leadership and Governance
Skema Business School, Sophia-Antipolis, Nice, France
6-7 October 2011**

Call for Papers - Mini Track on Managing Intellectual Assets

Track chair: Dr M. Gordon Hunter, University of Lethbridge, Canada

Information and knowledge provide organisations with a strong foundation for exploring new opportunities and to perpetuate the culture and systems necessary for maintaining a competitive advantage. This creates the need for regular reflection on the past, current and future practices of intellectual asset management. The “lessons learned” approach often used in the knowledge management field may be employed to investigate what can be gained from the past, evaluate practices to manage intellectual assets and use the insights to design a better future. Intellectual Capital Theory may be employed to outline the flows of knowledge within the firm. These flows may be organised into three categories. First, relational capital involves the relationship between the firm and external entities such as customers, suppliers, partners, and competitors. Second, structural capital includes administrative processes and collaborative standards which promote knowledge sharing within the firm. Third, human capital represents the tacit knowledge of employees and the business processes they follow when carrying out their duties.

The papers in this track will investigate intellectual assets from a theoretical perspective and a practical perspective. Thus, academic researchers and practitioners are encouraged to submit their work.

Topics can include, but are not limited to:

- Intellectual assets
- Knowledge management
- Intellectual Capital Theory
- Relational capital
- Structural capital
- Human capital
- Intangible corporate assets
- Tacit knowledge

Publication opportunity

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and a list of accreditations is posted on the conference website.

Submission details:

Abstracts: All submission types (other than product demonstrations) require a 300-500 word abstract in the first instance, to be received by **17 March 2011**. Please read the guidelines at <http://academic-conferences.org/abstract-guidelines.htm>

Submission: Only accepted by online form submission at <http://academic-conferences.org/ecmlg/ecmlg2011/ecmlg11-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 by **5 May 2011**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, Carol Sheasby (carol.sheasby@academic-conferences.org)

Important information:

The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference. The authors of abstracts, which describe a relevant paper, will receive a notification of abstract acceptance. All full papers will be 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, that the standard of English is adequate and that the paper is appropriately referenced. Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

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:	17 March 2011
Notification of abstract acceptance:	24 March 2011
Full paper due for review:	5 May 2011
Notification of paper acceptance (with any changes):	14 July 2011
Earlybird registration closes:	28 July 2011
Final paper due (with any changes):	11 August 2011
Final author registration and payment date:	1 September 2011

This call for papers and full details of the conference can also be found online at <http://www.academic-conferences.org/ecmlg/ecmlg2011/ecmlg11-home.htm>