

**Entrepreneurship, Commercialisation and Innovation Centre
The University of Adelaide**

**In conjunction with
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Call for Papers

**Special Publication on:
'Integrating Innovation through Intellectual Capital Strategies and Systems:
South Australian Perspectives'**

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Aim and Scope

There is a need to further understand the relationships between intellectual capital resources and the systems and strategies that anticipate environmental and market changes (O'Connor & Yamin 2011). Furthermore, innovation systems that provide significant regional and community benefit need to be considered from the perspective of cross-institutional frameworks and at national and international levels (Hall, 2005; Spencer, 2003). Therefore an innovation systems approach necessitates different thinking about organizational form (Harkema and Browaeys 2002). Research that addresses the strategies and systems that integrate innovation would be valuable for understanding how different organizations manage their intellectual capital to respond and contribute to innovation systems and develop innovation capability (Hervas Oliver et al 2011).

Teece (2000) aligned superior firm performance with innovation through "flows from the creation, ownership, protection and use of difficult-to-imitate knowledge assets." From this viewpoint it suggests the need to identify and manage specific antecedent knowledge assets and this function is served well by an intellectual capital model or lens (Edvinsson and Malone, 1997). As stated by Penrose (1959), it is the combination and use of resources that generates value through the creation of other saleable resources or services. For example, products to money, creativity to new processes, relationships to reduced search costs, brands to increased revenues and so on. The challenge for strategic analysis is to identify and evaluate the firm's unique transformations structure. While many would not deny that strategic management of a firm's intangible assets is key to firm performance (Hurwitz et al. 2002), it appears that an organization's intellectual capital (IC) is still not often articulated and considered in a systematic and meaningful way that enables organizations to realize their goals (Daniels and Noordhuis, 2005).

The IC Navigator process developed by Roos et al. (1997) and Pike (2007) offers an example of a powerful diagnostic into how firms actually operate, highlighting the importance of resources and the numerous value-creating pathways that connect them. Some groups of pathways will represent innovation processes, while wholesale changes to the structures will represent changes to the business model. It is possible that the resource-based view of the firm can indicate how different functional (technological and marketing) and integrative (internal and external) capabilities affect product development efficiency (lead time and productivity) and product effectiveness (fit with market needs and quality). However, only the most modern and sophisticated IC methodologies, such as

that presented by Pike (2007), have the capability to explain the detailed interactions and explain real outcomes.

This 'Call for Papers' seeks original research, case studies, tools and techniques, practitioner perspectives and insights on Integrating Innovation through Intellectual Capital Strategies and Systems. Articles either addressing the topics below or other relevant and related subjects pertinent to South Australian Innovation Systems are welcome.

Some of the topics of interest are:

- Intellectual Capital perspectives on integrated innovation
- Integrating human, relational and organizational capacities to absorb new initiatives
- Integrating human, relational and organizational capabilities to adapt to new initiatives
- Approaches to organizational learning systems and regional innovation integration
- Inter-organizational innovation systems and strategies
- Organizational and/or regional systems to reduce or transform non-strategic capabilities
- Applications of Intellectual Capital tools, techniques and strategies to national or regional innovation systems
- Critical issues in Intellectual Capital application for integrating innovation
- Management of Intellectual Capital in integrated innovation contexts
- Longitudinal studies of Intellectual Capital resource and capability transformations in integrated innovation contexts
- Case studies that illustrate Intellectual Capital dynamics during business model strategic change that integrate innovation opportunities

Please indicate your intention to contribute at your earliest convenience to: Dr Allan O'Connor by email allan.oconnor@adelaide.edu.au. Upon receipt we will provide the author guideline and style template for the draft article. Sample draft submissions are required by February 6, 2012 with **papers to be commissioned for publication notified by March 30, 2012**. All commissioned and submitted papers are expected to fully comply with the University of Adelaide Press publishing Guidelines.

Proposed schedule for commissioning papers

From November 15, 2011 to February 6, 2012: Call for submissions

February 6, 2012: First draft papers due for peer review

March 30, 2012: Notification of review and papers to be commissioned for publication

June 4, 2012: Commissioned papers due for final review

July 2, 2012: Final edits notified if required

September 3, 2012: Final paper due for publication

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