



**Bureau
d'économie
théorique
et appliquée
(BETA)**
UMR 7522

Academic Workshop Call for papers

Green and sustainable innovations in Smart Cities: Business Models and Ecosystems

Nice, 6th February, 2015

It is now well recognized that eco-innovations are drivers of economic and social progress at both macro and micro levels. From the micro level point of view, eco-innovation has become an innovation, business and strategy challenge for firms. From the macro level point of view, national and supranational governments make eco-innovations a key economic and sustainable challenge. In Europe for example, the European Commission adopted an ambitious program (the Intelligent Energy-Europe -IEE- program) in order to encourage and stimulate the development of innovative services satisfying one or the three sustainability challenges: energy efficiency, renewable energy and green mobility. One main characteristic of these green, sustainable and eco-innovations is that they are for the larger part based on a wide range of information and communication technologies (ICT). IT are deployed in large urban cities, stressing there the role of local governments in achieving urban growth in a sustainable sense for metropolitan and medium-size cities. These cities, which became the territory of smart, green and sustainable innovation deployment and diffusion, are labelled "Smart Cities". Although the concept of "Smart Cities" is today clearly a buzz word, it however refers to major economic, strategic and innovation challenges for industrial firms, SMEs and local governments. The eco-system of firms investing in such innovations is in fact profoundly transformed. Customers and local governments are key actors of the innovation eco-system and have a complex role in green innovations' ecosystems. Whereas the necessary development of new innovative business models to explore different options with the aim to involve users is well underlined, the way such new business models make firm's strategies and ecosystems evolve is not stressed enough from the strategic management point of view. In other words, a close relationship is observed between local government's policies and strategies adopted in order to favor eco-innovations development and deployment on the one hand, and firms' strategies and their new competitive landscapes resulting from the industrial convergence which is impulsed by the design process of green and IT innovations on the other hand. But this relationship is not sufficiently addressed by the management strategic approach.

The workshop encourages theoretical and empirical papers related to the business model and ecosystem of smart innovations and welcomes papers with multidisciplinary approaches. Papers may cover the strategy and management of smart and sustainable eco-innovations analysis and address one or several problematics related to its business model.



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Topics considered can include - but are not limited to - the following issues:

- Innovations in smart cities
- Smart and Green innovation ecosystems
- Business models of green innovations
- Platform strategies
- Multi-sided markets
- Regulation challenges for green innovation business models
- The role of public policies
- Customer-centric approach

Submission

Abstract must be addressed to the following addresses: amel.attour@gredeg.cnrs.fr and burger@unistra.fr

Submission should include the author's name, affiliation, address, phone number, email and biographical notes. It also includes: the title of the paper, keywords (approximately 5 words) and 10 main references. All submissions will be refereed by at least two blind reviewers during the workshop.

Publication Plan

Following the workshop, authors of the selected high quality papers will be invited to submit their papers for inclusion in a special issue "**Green and sustainable innovations: business models and ecosystems**" of the *Journal of Strategy and Management* (<http://www.emeraldinsight.com/products/journals/journals.htm?id=jsma>). Submitted papers should not have been previously published or be currently under consideration for publication elsewhere. The special issue is planned for Issue 3, 2015.

Author guidelines can be found at <http://www.emeraldinsight.com/authors/index.htm>.

Meeting Organization

Accepted papers will be presented in a one-day workshop to be held in 6th February 2015 at Mediterranean Institute of Risk, Environment and Sustainable Development (IMREDD), Immeuble Nice Premium, 1-3 boulevard Maurice Slama, 06000 Nice.

<https://mapsengine.google.com/map/edit?mid=zcZqhV-mQFkg.kCEyscd0Dw1s>

Each presented paper will be reviewed by at least one participant of the workshop and will be openly discussed among participants.



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Scientific Committee

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Fees and registration

The workshop is free from fees, but prior registration is required.

Important Dates

Submission of abstract: 15th October, 2014

Acceptance notification: 15th November, 2014

Full paper due: 5th January, 2015

Academic Workshop: 6th February, 2015

Selection notification acceptance for JSM special issue: 1st March, 2015

JSM special issue publication: Issue 3, 2015



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