

2008 SMART BUSINESS NETWORKS

May 19-23, 2008, Beijing, China

The Networked Experience – new value from smart business networks

CALL FOR PAPERS (extended submission dates !)

<p>General Chairs Li Zheng, Tsinghua University, China Peter Vervest, RSM Erasmus University, The Netherlands</p> <p>Executive Programme Committee Kenneth Preiss, Ben Gurion University, Israel Eric van Heck, RSM Erasmus University, The Netherlands Al Dunn, The Network Foundation, UK Chris Holland, Manchester Business School, UK Benn Konsynski, Emory University, USA</p> <p>Programme Committee Amit Basu, Southern Methodist University, USA Dan Braha, New England Complex System Institute & UMass, USA Xavier Busquets, Esade, Spain Guoqing Chen, Tsinghua Business School, China Geert Duysters, UNU-Merit, Maastricht, The Netherlands Eero Eloranta, Helsinki University of Technology, Finland Wolf Ketter, RSM Erasmus University, NL Helmut Krcmar, Munich University, Germany Roger Nagel, Lehigh University, USA Rajesh K Pillania, Management Development Institute, India Louis Pau, RSM Erasmus University, The Netherlands Piotr Ploszajski, Warsaw School of Economics, Poland Piet Ribbers, Tilburg University, The Netherlands Jens Riis, University of Aalborg, Denmark Jorge Sanz, IBM Almaden Research Centre, USA Bhusnan Saxena, Gurgaon Management Development Institute, India Hannes Werthner, Technical University Vienna, Austria</p>	<p>The rise of the smart business network</p> <p>Companies are increasingly organising themselves as part of a dynamic network rather than as an island in a static supply chain. Digital technologies enable organisations to create value through the novel combination of information aggregation, information synthesis and information analysis. This trend, in combination with the reduction of interaction costs and the development of quick-connect capabilities facilitating easy and fast activation and deactivation of interorganisational information systems, leads to the increased use of interfirm networks. Smartness emerges when these interfirm networks embed business rules within their primary business processes. This will have a significant impact on the organisation of the firm, on how the firm serves its customer and on how a firm can stay ahead of its competitors. The design, governance and information systems of the smart business network, rather than the individual smart business, will increasingly determine the competitiveness and ultimately the performance of the individual firm.</p> <p>SBN2008 will combine business and science to explore and examine the concepts and practices of smart business networks under the theme “The Networked Experience”.</p> <p>Scope of “The Networked Experience”</p> <p>The <i>Networked Experience</i> concentrates on:</p> <ul style="list-style-type: none"> Smart: how business processes are organised within and across firm boundaries to create distinctive capabilities that are not commonplace today; Business: serving the end-customer in a timely and efficient way delivering new measurable business value in terms of sustainable profitable positions; and Networks: beyond the static value-chain – a dynamic interfirm network that is more competitive than those of competing firms. <p>We invite scholars to contribute their rigorous and relevant empirical studies that offer new insights on the emergence, governance, design and operations of today’s smart business networks. We encourage scholars from a broad array of disciplines, including but not limited to, social network analysis, graph theory, complex systems analysis, information systems, modularity, swarm intelligence, strategy and economic theory to submit their paper.</p> <p>We also invite professionals from business to share their understanding of why “being networked” is important: and to highlight their cases and personal experiences. SBNs impact marketing and sales capabilities, e-business, information systems and strategy, social networks, value chain dynamics, outsourcing models, agile manufacturing, and service creation and delivery across all industries.</p> <p>The Networked Experience</p> <p>Management scholars and professionals will jointly explore and discover the realities of, and developments, in smart business networks in Beijing. They will present, discuss, question and seek understanding on the important conclusions from research and experience. During two days, they will present, discuss and assess one-another’s views. Over a further two days, during the Experience Tour, they can visit businesses in and around Beijing to be exposed to, and examine how, national Chinese companies and international companies operating in China are acting to “be networked”. On the closing day the results from Experience Tour and the Business meets Science sessions will be presented. SBN2008 will include a visit to the Olympic Committee to explore the “Networked Olympics”</p>
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Organising Committee

Ting Li, RSM Erasmus University, the Netherlands

Diederik van Liere, RSM University, the Netherlands

Ria Visser, RSM University, the Netherlands

Ming Yu, Tsinghua University, China

Contact information

Please email your intention to contribute with a short abstract to admin@sbnweb.org or submit it through our online submission website at ocs.sfu.ca/erim by November 31st, 2007

Web:
<http://www.sbnweb.org>

Post:
The Network Foundation
RSM Erasmus University
Burgemeester Oudlaan 50
Room T06-26
3062 PA Rotterdam
The Netherlands

Telephone:
+31 10 408 1976

Paper submission – areas of interest

We are particularly interested in contributions within the following five sub-themes and we suggest some research questions that can be addressed:

- **Value:** How do smart business networks create value? How do smart business networks balance exploitation and exploration activities? How is joint value determined and distributed among the network participants?
- **Design:** How do network structures affect the value and performance of the business network? How do firms organise the governance of smart business networks? How are interfirm business processes, execution and coordination designed?
- **Performance:** Which network structure characteristics determine network performance? How do firms measure the performance of their smart business networks?
- **Enablers:** Which technologies are enabling the design, execution and coordination of smart business networks? How are business processes shared, executed and coordinated between network partners? How are network performance dashboards designed and implemented to monitor activity and resolve new situations?
- **Measurement:** How can “network maps” that discover, track, and visualise the customer and the intra- and inter-organizational networks be created and implemented? What must be measured and how are these measurements applied?
- **Business and government:** In what type of industries are smart business networks most likely to emerge and why? Can government organisations gain from smart business networks?

Paper submission

In the first instance please email a short abstract of the proposed paper (maximum 1500 words) in MSword format (DOC, RTF or PDF) to admin@sbnweb.org or submit it through our online submission website at ocs.sfu.ca/erim.

These abstracts will be reviewed by the Programme Committee and those accepted will be invited to submit their complete paper and to present and discuss it at the conference. Selected papers will be published as a special issue in one of the top journals and in book form. The selected papers and meeting commentary from SBN2004 were published in “Smart Business Networks”, ed. Vervest, van Heck, Preiss, Pau, Springer 2005.

Important dates:

- 15 February 2008 Submission of extended extract
- 13 March 2008 Acceptance decision
- 1 May 2008 Submission of complete paper
- 19 - 23 May 2008 SBN2008 presentation Conference
- 31 July 2008 Submission of final paper for publication
- 3 October 2008 Publication of proceedings (Cordys Cordial)

The Beijing Experience

We are honoured to be supported by Tsinghua University, Beijing, usually ranked as the leading university in China. Taking place in the year of the Beijing Olympics, the “Networked Experience” will give a great opportunity to be involved in and understand the excitement of China. For academics and business people the meeting will give the opportunity to meet with, gain understanding of, and share experiences and directions with their peers from Beijing and beyond. The *Experience Tour* will provide access to Chinese companies and international companies operating in China to determine their views and directions on business networks.