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MANAGEMENT INTERNATIONAL - INTERNATIONAL MANAGEMENT – GESTION INTERNACIONAL

Title of the special issue :

Partnership approaches to innovation through recent ICT developments: from local to global

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I. Description of the subject and motivations

Firms are facing an increasingly interdisciplinary approach to innovation, making innovation increasingly difficult, risky and unpredictable. Furthermore, global competition and technological development incentivize companies to seek out external partners in order to develop different forms of inter-organizational alliances. These are the backbone of global value chains that integrate businesses that have great size, organization and technology. Within this framework, the amplification of the space accorded to new information and communication technologies (ICT) favors the growth of international collaborations on a more frequent basis. These technologies reduce communication costs over long distances. They facilitate codification, transfer and storage of know-how and other know-how tacitly fitted internally by business R&D centers. In addition, the diversity accrued by foreign partners opens up new possibilities for cross-fertilization and non-chewing knowledge compared to national alliances (Colombo et al. 2009). In fact, foreign companies are located in an innovative "environment" that takes into account important differences compared to the context of the country of origin of the company (Dezi et al., 2018).

In particular, small and medium-sized enterprises (SMEs) embarking on global supply chains have used these collaborations to remain innovative and competitive in the market by supporting their know-how with their partners. Thus, long-distance collaborations allow these companies to acquire ensembles of knowledge and skills totally different from those available locally. On the other hand, large companies are becoming more and more involved with SMEs (Etemad, et al., 2001) in order to be part of the flexibility and innovative nature of these latter. This objective is supposed to be achievable on the condition of reducing the technological distance that separates the large companies from these SMEs (Guiliani et al., 2016), in particular through the development of digital platforms (Cusumano et al., 2019).

However, a growing number of studies reveal that many international partners are concerned that (i) the partners are poorly selected; (ii) the coordination and governance of the alliances are poorly managed; and (iii) the cultural differences are underestimated (Sandulli et al., 2017; Coadour et al., 2019). These problems are further aggravated when the study is centered on SMEs or foreign partners facing financial, managerial and technological constraints (Santoro et al., 2018). Consequently, companies that want to successfully exploit external knowledge thanks to the amplification of the space accorded to ICT technologies must possess specific organizational capabilities (Ben Arfi et al., 2018) allowing them to coordinate their innovation efforts with those of their partners. This multi-dimensional and justifiable coordination involves the creation of specific structures such as business universities (Lissillour et al., 2020). It interrogates the limits of coding knowledge and knowledge in view of their diffusion (Cohendet and Meyer-Krahmer, 2001). It also questions the extension of the technological distance separating the partners (Subramanian et al., 2018). The ex-definition of inherent risks in innovative projects as well as the redistribution of fruits of these collaborations also seems important to ensure effective coordination of partners (Helm and Kloyer, 2004). Finally, the measurement of the productivity of these alliances also deserves complementary studies. Of a side, a good number of proxies used are controversial. How to measure the new knowledge created by the alliance? What is the value of co-generated innovations outside the bipartite relationship? On the other hand, the dynamic and procedural character of the alliance is often ignored and the evolution of the profitability of partners, particularly that of SMEs, is little

studied. Here are some of the questions that this issue proposes to bring up the answering elements. Non-exhaustive list of possible topics:

- The new R&D and ICT managements
- Innovative partnerships and ICTs
- The governance of innovative ICT partnerships
- Technological catch-up and ICT
- Open innovation, platforms and ICT
- The diffusion of knowledge and ICT
- The production of new knowledge and ICT
- The coordination of innovative projects by the ICT
- The productivity of innovative partnerships thanks to ICT
- How do recent developments in ICT contribute to the diffusion of knowledge between (i) large companies and SMEs; and (ii) between companies with different technological environments?
- How do we understand the role of digital platforms that are somehow separating large companies and SMEs?
- How are the recent developments in ICT contributing to accelerating the technological recovery of businesses located in the least economically advanced countries?
- What are the new forms of governing alliances permitted by ICT developments?
- What are the necessary organizational capacities for effective alliance management?
- Are ICT developments facilitating the measurement of alliance revenue?
- Are these tools authorizing dynamic management of partnerships?

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II. Names and affiliations of the three guest editorial team members

1/ Prof. Eric Braune, Insec-U, Lyon, France

Eric Braune holds a Master's in Economics from the University of Paris I, a Master of Research in Economic Philosophy from the University of Aix Marseille III and a PhD in Finance from the IAE of Aix. in Provence. His thesis studied the financial and organizational interests of entrepreneurial networks in the high-tech sectors. Formerly Regional Director of large international groups, he has managed numerous intrapreneurial projects in the retail sector and always accompanies entrepreneurs engaged in Lyon incubators (Pulsalys, Les Premières, Boost' in Lyon). He also works at the Digital Chair, Data Science and Artificial Intelligence of the Insec-U, Lyon. Attached to a large-scale diffusion of research research work, it operates a series of articles on the blockchain and smart contracts for Forbes: <https://www.forbes.fr/?s=Braune> He publishes regularly in international reviews: https://scholar.google.fr/citations?hl=fr&user=zitPOvcAAAAJ&view_op=list_works&sortby=pubdate

He is also the regular reviewers of articles for *Technological Forecasting & Social Change*, *Gestion 2000* and *Canadian Journal of Administrative Science* for which he is co-editor in chief with a special issue dedicated to the digital entrepreneur studied in the perspective of new social interactions that are generated.

2/ Prof. Léo-Paul DANA, Dalhousie University, Canada

Léo-Paul Dana is Professor at Dalhousie University and holds titles of Professor at Montpellier Business School and Visiting Professor at Kingston University. He is also associated with the Chaire ETI at Sorbonne Business School. A graduate of McGill University and HEC-Montreal,

he has served as Marie Curie Fellow at Princeton University and Visiting Professor at INSEAD. He has published extensively in a variety of journals including: *Entrepreneurship: Theory & Practice*, *International Business Review*, *International Small Business Journal*, *Journal of Business Research*, *Journal of Small Business Management*, *Journal of World Business*, *Small Business Economics*, and *Technological Forecasting & Social Change*.

3/ Prof. Jean-Michel Sahut, Idrac Business School, Lyon, France

Jean-Michel Sahut is a professor at the IDRAC Business School, teaching Corporate Finance, Business Plan, Financial Accounting and Simulation Games for engineering and management students. Previously, he was a professor at the HEG, University of Applied Sciences (Ch), dean associated with research at the Sup de Co Amiens Group (Fr), Professor of Finance at Télécom & Management Sud Paris (Fr) and director of the RESFIN Laboratory. He has published 6 books and more than 150 articles on finance, governance, RSE and entrepreneurship in international scientific journals such as *Technological Forecasting and Social Change*, *Economic Modeling*, *Small Business Economics*, *Journal of Business Research*, *Management International* and editor in chief of *Management 2000*, a review dealing with management problems created in 1936 (indexed by Fnege and Scopus).

III. Conditions of submission

The 3rd edition of the Digital Innovation, Entrepreneurship & Financing conference (DIF 2021), organized by INSEEC, JMSB (Concordia University) and Jilin University, is focused on promoting research in this area and collecting quality articles. The commitment of these three institutions in the organization of DIF 2021 is as scientific as financial. The two previous conferences in 2018 and 2019 included 180 and 230 participants in Lyon then in Valence (Spain). Regarding the sanitary situation at the end of 2021 in France, the DIF 2021 conference will take place in two periods:

- 20 and 21 December 2021 for online sessions,
- 30 June and 1 July 2022 in Lyon for the present sessions.

<https://dif2021.sciencesconf.org/>

This appeal is disseminated in French, English and Spanish, since the objective is to receive articles in French or in English from international researchers.

Deadline for submission to conference DIF 2021-2022: Complete or summarized articles must be sent by email to jmsahut@gmail.com before March 15, 2022.

Limit for submission of complete articles by email to jmsahut@gmail.com: September 15, 2022. The presentation of articles at the DIF 2021-2022 conference is strongly encouraged.