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## 3<sup>rd</sup> INTERREG CONFERENCE EM Normandie and University of Southampton

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6-7-8 November 2013, Deauville, France



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Le projet INBS a été sélectionné dans le cadre du programme européen de coopération transfrontalière  
INTERREG IV A France (Manche) - Angleterre, cofinancé par le FEDER.

*The INBS project was selected under the European Cross-border Cooperation Programme  
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2

# 3<sup>rd</sup> INTERREG CONFERENCE

## EM Normandie and University of Southampton

### “Creative industries: think tanks for innovative practices in management, strategy and organization?”

In partnership with *Journal of Business Research*

7-8 November 2013, Deauville, France

*Honorary Conference Program chair*  
**Joseph LAMPEL, City University, London, UK**

#### *Conference Chairs:*

Amira Laifi, Ecole de Management de Normandie, France  
Olivier Germain, Université du Québec à Montréal, Canada, Visiting Professor, EM Normandie

#### **Keynote speakers:**

- **Joseph LAMPEL, City University London, UK**
- **Bernard LECA, Université de Lille 1, France**
- **Stephen LINSTEAD, The University of York, UK**

Creative industries are increasingly seen as strategically significant engine of economic growth, job creation, and social cohesion<sup>1</sup>. The notion of creative industries emerged in the late '90s in political discourse. It groups together such areas as media, multimedia, cinema, music, publishing, video games, interactive software and entertainment, design, advertising, art, shows (OCDE definition). Creative industries are generally characterized by production of symbolic content, recourse to high qualified labour, advanced use of technologies in production processes, tendency to exploit clusters of creative expertise in large cities, reliance on intellectual property rights, world connections, regional strategies that aim to develop public collectivities, brands that are tied to production site (place).

<sup>1</sup> [http://unctad.org/fr/docs/ditc20082ceroverview\\_fr.pdf](http://unctad.org/fr/docs/ditc20082ceroverview_fr.pdf)



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3

Strong reliance in creative industries on networks of highly qualified creative and technical experts that often have non-conventional ways of working and use advanced use of technologies in production processes, markedly increase the potential disruption to traditional 'how to', not to mention questioning of widely accepted logics of doing things. Constant creative ferment in many creative industries is therefore accompanied by managerial innovations making these industries not only sites of creative activity and artistic production, but also laboratories of managerial and organizational innovations that diffuse within the creative industries cluster, and beyond.

Firms in these industries provide answers to contemporary problematics that are already strongly emphasized in this field: value creation, management of talents, management of creation communities, management of project, subversive innovation, capacity for innovation, imposition of disruptive innovation, etc. The particular attention that academic researchers in management give to creative industries is explained not only by fascination with attractive success stories, but also because of future organizational tendencies that are innovative and generalizable, which develop within these firms: for example, project organization (Jones, 1996), boundaryless careers (Cadin et Guérin, 2006), paradoxical management (Lampel, Lant and Shamsie, 2000) new business models design ...

**Given the pioneering character of creative industries regarding managerial innovation, this conference seeks to identify emerging management practices with a rallying cry for more diffusion to the whole of traditional industries and that render an account on the specific issues tied to the management of these activities.**

Nevertheless, no one may consider creative industries as a nirvana of management practices as they do not necessarily represent modern and interesting practices. Lots of creative industries are, in fact, old-fashioned and relative inefficient. Moreover, those innovative and interesting practices have sometimes to be balanced them with high degrees of conservatism and mass production (Lampel, Lant and Shamsie, 2000). These practices are also highly context specific, a result of demand and labor conditions. Furthermore, they are often "practiced" rather than "planned", i.e. they do not represent careful design on behalf of managers. They have arisen as result of trial-and-error. Hence, it might be difficult to transfer to other industries with other demand and labor conditions -- and studying them cannot yield textbook-like best-practices. Thus, the Conference will also welcome critical papers which address the limits and the dark side of practices in creative industries, or the unlikely transfers of practices from creative industries to other fields.



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All these topics can be envisaged insofar as they set up recognized linkage with creative industries. This includes, but it not limited to:

- Diffusion and legitimization of innovative business models in creative industries
- Knowledge management, communities of practice in creative industries
- Creative cities, business ecosystems and creative industries
- Temporary organizations, project-based industries, project ecology, in creative industries
- Co-evolution dynamics within and between firms in creative industries
- “Managing” artists, creative people, and high potential
- Institutional logics, institutional work, field-configuring events in creative industries
- Design thinking and creative industries
- Democracy, gift, innovative managerial practices and creative management in creative industries
- Critical studies of creative industries
- Entrepreneurship, experimentation, *bricolage* and serendipity in creative industries

4

**This conference aims to set off discussions and debate on avant-garde practices in management, strategy and organization identified within creative industries.** We invite authors who are interested to submit researches that cover a wide choice of different epistemic, theoretic and methodological anchorage. Only contributions that make explicit links with creative industries will be examined.

### References

Cadin L., Guérin F., (2006), “What can we learn from the video games Industry?”, *European Management Journal*, August, vol.24, n°4, p.248-255.

Jones, C. (1996), “Careers in Project Networks: The Case of the Film Industry.” In M. B. Arthur and D. M. Rousseau (Eds.), *The Boundaryless Career: A New Employment Principle for a New Organizational Era*, New York: Oxford University Press, pp. 58-75.

Lampel J., Lant T. & Shamsie J. (2000), “Balancing Act: Learning from Organizing Practices in Cultural Industries”, *Organization Science*, vol.11, n°3, Special Issue, Cultural Industries: Learning from Evolving Organizational Practices, p.263-269.



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## Scientific Committee

Pierre-Jean Benghozi, Ecole Polytechnique, France  
Loïc Cadin, ESCP Europe, France  
Patrick Cohendet, HEC Montréal, Canada  
Hélène Delacour, Université de Lorraine, France  
Yiannis Gabriel, University of Bath, UK  
Gernot Grahber, HafenCity University Hamburg, Germany  
Allegre Haddida, University of Cambridge, UK  
Joseph Lampel, City University London, UK  
Bernard Leca, Université de Lille 1, Rouen Business School, France  
Stephen Linstead, The University of York, UK  
Vincent Mangematin, Grenoble Ecole de Management, France  
Garance Marechal, The University of Liverpool Management School, UK  
Isabelle Royer, Université de Lyon 3, France  
Anne-Laure Saives, ESG, Université du Québec à Montréal, Canada  
Elke Schüßler, Free University of Berlin, Germany  
Roy Suddaby, University of Alberta, Canada  
Silviya Svejenova Velikova, Copenhagen Business School, Denmark

## Deadlines, Submission and Review Process:

30 April 2013            Deadline for submission of short papers

*Short papers (3000 – 4000 words) address the interest of the topic, the research method, the expected results and the theoretical contribution. All submissions will be subject to a rigorous double-blind peer review process. To be considered for revision, papers must be electronically submitted as an e-mail attachment (Microsoft Word files only) to: [creativeindustries@em-normandie.fr](mailto:creativeindustries@em-normandie.fr)*

30 May 2013            Deadline for confirmation to authors  
30 August 2013        Deadline for submission of full paper  
15 September 2013    Deadline of registrations  
7-8 November 2013    3<sup>rd</sup> Interreg conference, Deauville, France



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**Best papers from our conference will be edited in the academic international peer-reviewed journal: *Journal of Business Research*.**

Guest editors: Joseph Lampel, Bernard Leca, Amira Laifi, Olivier Germain

*Journal of Business Research* has an h5-index of 47 and an h5-median of 62 in Google Scholar's publications (one of the top 5 journals in citation impact by h-index for the five-year citation count window).

Ranking ABS: Grade 3; Ranking CNRS and FNEGE: 2.

6

### Organizing committee:

Caroline Françoise, Rafik Kissani, Amira Laifi, Clotilde Nicolle.

For questions about submitting to the conference, contact the conference chair: Amira LAIFI, [a.laifi@em-normandie.fr](mailto:a.laifi@em-normandie.fr)

## Doctoral DAY – 6<sup>th</sup> November

Chairs: Dr Mine Karatas-Ozkan (University of Southampton) and  
Dr. Roland Condor (EM Normandie, France)

**The conference will feature a PhD colloquium where PhD students will have the opportunity to showcase their work and discuss, with an academic mentor, challenging perspectives regarding its development. There will be sessions on several aspects of doctoral training including the research process, methodologies, publishing and doctoral examination.**



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