

**CALL FOR PAPERS**  
**CALIFORNIA MANAGEMENT REVIEW (CMR)**

**OPEN INNOVATION**

Open Innovation has been changing both the practice and theories of innovation since the publication of the first *Open Innovation* book in 2003. Open Innovation provides insights for how firms can harness the inflows and outflows of knowledge to improve the firm's innovation success. At the same time, Open Innovation has also become a popular (and well cited) area of innovation research.

To help identify and develop the best new theoretical and applied research in Open Innovation, we are organizing the second annual World Open Innovation Conference (WOIC). While the first WOIC was held in Napa Valley in 2014, the second WOIC will be held in Santa Clara, in the center of Silicon Valley. Our Silicon Valley location will allow attendees to see how the principles of Open Innovation are being applied by the leading high-technology companies of the world.

As in 2014, the conference will allow leading and emerging Open Innovation scholars to present their work, interact with other scholars studying related topics, and hear the latest trends in Open Innovation research. In addition to research papers, the conference seeks to engage Open Innovation managers to understand and discuss future research on the key challenges they face today, and a separate Call for Problems will be used to identify relevant problems and attract managerial participants.

Selected papers from the conference will be published in a special issue of *California Management Review*: as such, both traditional research papers and those with a more managerial orientation are sought. The conference will also feature two new awards, namely a Best Student Paper Award and a Best Emerging Scholar Paper Award.