



# FLUID ORGANIZATIONS & VOLATILE MARKETS

## PAPER DEVELOPMENT CONFERENCE / CALL FOR PROPOSALS

Organizations are forced to deal with rapidly changing environments, increasing complexity, and turbulences including new societal demands from customers, employees and other stakeholders. As a result, new organizational forms have developed that span sector, size, and activities. Rigid forms of organizations are replaced by what is called **“Fluid Organizations”** and traditional forms of market orientation are supplanted by for example **“Co-creation”** and other forms of customer-integration in many big technology firms, prominent shared economy firms, and all the organizations affiliated to and dependent on them. Also in the start-up scene and in SMEs new forms of organizing economic activities and developing new business models appear.

This conference wants to bring together scholars with a shared interest in rigorous scientific research in current issues in Management & Marketing. We offer a small and interactive paper development setting and provide excellent opportunities for scholars to build a knowledge exchange network and develop collaborative relationships in research.

The European University Viadrina in Frankfurt (Oder), the German Graduate School of Management and Law in Heilbronn, and their joint PhD Program “Dynamic Capabilities and Relationships” will be hosting this conference from September 10, 2019 to September 13, 2019 in the City of Heilbronn, Germany.

The conference will start on Tuesday, September 10, 2019 with a welcome reception. On Wednesday and Thursday, the conference will host a **Paper Development Workshop** with senior researchers on various topics related to current research issues in Management & Marketing. Renowned scientists such as

- **Timothy M. Devinney** (Leeds University Business School)
- **Ann Langley** (HEC Montreal) and
- **Roland Rust** (Robert H. Smith School of Business | University of Maryland)

will lead the workshop. A limited number of submitted proposals can be discussed.

On Thursday we also offer a **rhetoric coaching** on “How to create a captivating presentation” with **Matthias Pöhm** in German or English for a limited number of participants. Additional cultural social events that allow further networking will round up the program.



*Experimenta science center with spaces for exhibition, education, café and a 360° theatre, © experimenta*

The venue will be the German Graduate School of Management and Law (GGS) which is located on the new Campus of Lifelong Learning (“Bildungscampus”), initiated and funded by the Dieter Schwarz Foundation. The host city of Heilbronn has a lot to offer to its visitors. You may take a walk through the National Garden Show (BUGA), which will be a highlight this year. Framed by an impressive setting of vineyards, riverbanks and industrial buildings, the National Garden Show turned a 40-hectare former wasteland into a green oasis in the middle of the city between old Neckar and Neckar Canal. In addition to a series of (evening) activities the brand-new “experimenta” science center invites you to novel ways of technological education. Of course, you may also just take it easy and enjoy the famous wines cultivated in the region or the riverside of the Neckar.

## SUGGESTED TOPICS

Authors are invited to submit contributions including, but not limited to the following areas:

- New Organizational Forms
- Organizational Dynamic Capabilities
- Dynamic Resources
- Organizational Knowledge
- Relationships, Networks & Communication
- Institutional Environment
- Organizations in Changing Environments
- Digital, Information and Network Economics
- Co-specialization
- Organic Structures and Self-managing Teams

## PROPOSAL SUBMISSIONS

Please submit a 300 words abstract of your paper as soon as possible, but no later than **May 15, 2019**. The abstract should include the topic, research question, applied research method, and expected contribution. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details. Please submit your proposal electronically in pdf through our conference website [www.dcr-research.de/en/conference/upload/](http://www.dcr-research.de/en/conference/upload/)

A condition of submission is that, if the submission is accepted, one of the authors attends the paper development conference. We will inform you about the acceptance of your proposal by **May 31, 2019**.

## REGISTRATION

At least one of the authors of a proposal that is accepted needs to register and attend the conference. The conference is free of charge. However, the number of participants is limited.

## MORE INFORMATION

Please frequently visit our conference website at [www.dcr-research.de](http://www.dcr-research.de) for more information. On the website you will find more details about travel and accommodation, impressions, and tips.

Feel free to share your remarks and pictures on Twitter or Instagram using the hashtag #dcr\_conference.

Please contact Ms. A. Rillcke for any question about proposal submission or other matters.

## ORGANIZING TEAM (GGS Heilbronn & European University Viadrina, Frankfurt (Oder))

Prof. Dr. Tomás Bayón  
Prof. Dr. Martin Eisend  
Prof. Dr. Jochen Koch  
Prof. Dr. Albrecht Söllner  
Prof. Dr. Markus Vodosek  
Prof. Dr. Heinz-Theo Wagner

*We are already looking forward to your submission and to welcoming you in beautiful Heilbronn*