

CALL FOR PAPERS
California Management Review (CMR)
Proposal for a Special Issue on
Intellectual Property Management:
In Search of New Practices, Strategies, and Business Models

During the last decades, decisions on Intellectual Property (IP) management have proved to be critical to appropriate new value and secure return on investment. Whereas IP management traditionally focused on allowing freedom of operation in R&D and mitigating the risk of imitation by competitors, firms increasingly apply it in combination with business strategy to fence or steer technological paths; to operate on secondary markets for technology; to respond to competitive moves; and to experience new IP-based business models. As a result, IP decisions often have dramatic consequences for a firm's business that reach far beyond the legal aspects of an IP-related dispute. Moreover, numerous examples suggest that critical IP decisions might change the development of an entire industry.

From an organizational perspective, IP management is very challenging because it asks for the blending together of competences in corporate law, business development, marketing, R&D, and technology management. In addition, companies are continuously in need of new IP management practices that allow them to respond to new management paradigms such as open innovation, co-creation, and networked innovation.

Although IP management has been investigated by legal and business scholars from a variety of theoretical perspectives, CEOs, managers, and business schools are still in need of practical examples and cases that illuminate the relevance, successes, and failures of particular IP management practices, strategies, and business models.

The purpose of this special issue is therefore to generate a collection of papers on **how companies plan and execute new practices to manage IP assets, implement IP strategies, and carry out IP-enabled business models**. This special issue should foster additional conversation on this important subject among academics and practitioners alike. Moreover, it should provide material for in-class discussion, as well as catalyze further cross-disciplinary study.

If you are interested, we request that you submit **an extended abstract no later than February 15th, 2012** to the attention of Alberto Di Minin (adiminin@berkeley.edu) and Dries Faems (d.l.m.faems@rug.nl) according to the following guidelines.

The extended abstract must run between 400 and 1,000 words. It should clearly state (i) the purpose of your study; (ii) the particular IP management topic of your study; (iii) the context in which you examine this particular IP management topic (i.e. real names of companies need to be cited); and (iv) the relevance of your study for practitioners, academic scholars, and CMR readership.

You can decide to send a first draft of your paper along with your extended abstract, however this is not a requirement. You are also welcome to contact either one of the Guest Editors for further information.

Based on the extended abstracts, the Guest Editors will make a first selection of studies that have the potential to be published in the special issue. Authors of potentially interesting studies will be asked to submit **a full draft of their paper online through the CMR system by August 30th 2012** to be peer reviewed.

Also, in order to get first feedback on their study, selected scholars will be invited to present a first draft of their full paper during a dedicated workshop, organized by the **European Patent Academy of the European Patent Office (EPO) in Munich, in the Spring of 2012**. Moreover, selected scholars will be invited to contribute to other upcoming activities related to the case studies series by the EPO.

Guest-Editors:

Alberto Di Minin, BRIE - U.C. Berkeley & Ist. di Management - Scuola Superiore Sant'Anna
Dries Faems – Faculty of Economics and Business, University of Groningen