



MINISTÈRE
DE L'ÉDUCATION NATIONALE,
DE L'ENSEIGNEMENT SUPÉRIEUR
ET DE LA RECHERCHE



4th edition of the international conference Governance of a Complex World 2015 - GCW 2015

**1-3 July, 2015
Nice (France)**

<http://gcw2015.sciencesconf.org>

- Special Track "Making, buying and allying for more sustainable production"
- Special Track "Public procurement for innovation and demand side innovation policies"
- Special Track "Challenges in economics of science: funding, academic teams and careers"
- Special Track "Structural change in the transition towards the green economy"

SPECIAL TRACK on MAKING, BUYING AND ALLYING FOR MORE SUSTAINABLE PRODUCTION
Organized by Eva Niesten (Utrecht University), in collaboration with Rodrigo Lozano (Utrecht University) and Donald Huisingh (University of Tennessee)

In the fields of organizational economics and strategic management, a large number of theoretical and empirical studies have shown that the choices of firms to make, buy or ally depend on the characteristics of resources and transactions (Barney, 2001; Williamson, 1996). When firms invest in specific assets and engage in transactions with a high uncertainty, they prefer more elaborate governance structures, such as joint ventures and hierarchies.

While the body of literature on governance choices is quite extensive, the application and extension of these theories to sustainable production is underdeveloped (Wassmer et al., 2012). This special track therefore addresses the following question: Do firms make different governance choices when the resources and transactions in the value chain concern the production of environmentally sustainable products and services?

The special track welcomes case studies, literature reviews, and especially quantitative studies on governance choices by firms in the area of environmental sustainability in a variety of industries (e.g. green gas and electricity, renewable and innovative technologies, organic food etc.). A selection of the papers presented to the special track will be considered for inclusion in a special issue published in the *Journal of Cleaner Production (JCLP)*. JCLP serves as a high-impact, trans-disciplinary forum for the exchange of information and research concepts designed to help ensure progress towards making societies and regions more sustainable.

Submission of abstracts: Submit a 1000 word abstract to <http://gcw2015.sciencesconf.org>

The abstract should clearly mention:

The title of the paper; the name of the author(s) and full address of the corresponding author (postal address, phone, fax and email); submission to the special track "Making, buying and allying decisions for more sustainable production"; the aim of the study and methodology; and the (expected) results and/or conclusion.

Important dates:

Deadline for abstract submission: April 20, 2015

Notification of acceptance: April 30, 2015

Payment of Registration Fees and Conference Dinner: May 20, 2015

Full paper submission: May 31, 2015

Website of the conference: For all information and updates: <http://gcw2015.sciencesconf.org>

**SPECIAL TRACK on PUBLIC PROCUREMENT FOR INNOVATION AND DEMAND-SIDE INNOVATION
POLICIES**

Organized by Marco Guerzoni (University of Turin)

In the last decades both scholars and policy makers have been given increasing attention to the issues of the demand side as a determinant of the rate and direction of the innovative activity.

A slow, but over time consistent work about the demand side approach (Von Hippel, 1988; Malerba et al., 2007; Rogers, 1995; Fontana and Guerzoni, 2008) gave a new twist to this literature stream. Contextually, the resurrection of the demand side took also place both in the literature about industrial policy (Edler and Georghiou 2007; Hommen and Rolfstam, 2008; Guerzoni and Raiteri, 2012) and among policy makers. OECD's "Demand side innovation policies" report and the European Commission's "Lead market initiative" stigmatize the interest on the issue.

The special track welcomes case studies, literature reviews, and especially quantitative studies and attempts of formal theorizing on the topic of demand side innovation policies. In particular, the special track will focus on the role of public procurement for innovation as an emerging policy tools. We also welcome contributions on different demand-side policy instruments such as demand subsidies, awareness building measures, label campaign, users-producers interactions programs, standard setting legislations, etc.

Opportunities are being explored to include a selection of articles of this track in a special issue of a prominent journal in the field.

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SPECIAL TRACK on CHALLENGES IN ECONOMICS OF SCIENCE :

FUNDING, ACADEMIC TEAMS AND CAREERS

Organized by Michele Pezzoni (University of Nice), in collaboration with Jackie Krafft (GREDEG, UNS and CNRS, France) and Francesco Quatraro (GREDEG, UNS and CNRS, France)

Research grants are policy tools commonly used by most governments in the US and EU to support research and scientific discoveries and foster innovation, which is seen as a fundamental ingredient for economic growth. A number of studies have been recently conducted in order to assess the impact of these research grants (Arora et al., 1998; Arora et al., 2005, Azoulay et al. 2011). The literature focuses mainly on the returns of public funded grants as measured by bibliometric and patent indicators. However, grants are more and more often designed by funding agencies to foster specific aspects of the research activity that are hardly taken into account with standard research outcomes. Collaboration among scientists, interdisciplinary of research, careers and mobility of young researchers have become in recent years the main issues when designing funding programmes. However, decisions of incentivizing these activities are often taken without strong empirical evidence that they lead to better research.

The papers selected for this section will contribute to the existing literature on the funding impact, collaboration among scientists, careers and mobility. Contributions connecting research funding to research productivity, collaboration, careers, and mobility will be highly appreciated.

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The abstract should clearly mention:

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SPECIAL TRACK on STRUCTURAL CHANGE IN THE TRANSITION TOWARDS THE GREEN ECONOMY

Organised by Francesco Crespi and Francesco Quatraro

Economics of innovation scholars have been paying remarkable attention to the intertwining between structural and technological change for the last decades. The long run trajectories of change in the relative importance of industrial activities in advanced countries have indeed generated a flourishing literature on the transition towards the so-called knowledge-based economy (Freeman and Soete, 1997). Such evidence has stimulated an increasing cross-fertilization between the analysis of structural change and the economics of innovation and technological change, and contributed to the resurgence of interest in the dynamics of economic change within economics (Silva and Teixeira, 2008).

Nowadays, the increasing attention towards the sustainability of economic activities has stimulated a large number of empirical and theoretical studies dealing with the impact of environmental regulation on innovation activities and on firms' performances, on the grounds of the so-called Porter Hypothesis (Porter and van der Linde, 1995). However, the transition towards a greener economy bears important implications also on the structural composition of economic activities, involving skills reconfiguration, job reallocation and job creation, emergence of new sectors as well as of new patterns of vertical linkages amongst previously unrelated phases of the value chain. These aspects have been somehow neglected by the extant literature, which has mostly focused on the determinants and effects of eco-innovations rather than on the interplay with the evolution of the economic structure.

Given the relevance of these issues both for the academic and policy communities, we encourage the submission of extended abstracts contributing to such a debate. Both empirical and theoretical contributions are welcome. The following main issues have been identified, which of course are not exhaustive of the whole range of possible contributions:

- The green transformation of economic sectors.
- The employment impact of eco innovation and green transition: firms, sectoral and macro perspectives.
- Corporate social responsibility, green certifications, and the adoption of eco-innovations.
- Green entrepreneurship and the growth of green firms.
- Sectoral patterns in the evolution of green technologies.
- Structural policies for the green transformation of the economies.

For this special track, a special issue proposal is currently under discussion with the Editors of the journal *Structural Change and Economic Dynamics*.

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