



# IASP

International Association of Science Parks  
and Areas of Innovation

## CALL FOR CONTRIBUTIONS

### 32<sup>nd</sup> IASP World Conference on Science Parks and Areas of Innovation

Beijing, China  
22<sup>nd</sup> - 25<sup>th</sup> September, 2015

#### Introduction

Zhongguancun Science Park (Z-Park · <http://en.zgc.gov.cn/>) will host the 32<sup>nd</sup> IASP Annual World Conference on Science Parks and Areas of Innovation in September 2015.

The conference will bring together experts from STPs (Science and Technology Parks) and other AIs (areas of innovation), technology-based incubators, academia, the public sector and business to discuss and debate in depth the trends in STPs and other areas of innovation as increasingly complex structures for professional innovation support.

To serve their companies and communities, STPs and other AIs often collaborate and coordinate activities with different institutions and organisations, such as chambers of commerce, development and funding agencies, industry associations, networks, venture capital, etc. All of these institutions are welcome to make contributions to this conference.

#### Theme and Programme

The programme will be divided into a variety of sessions - retaining both the traditional plenary and parallel sessions on specific topics, as well as more innovative formats - to encourage a more dynamic knowledge exchange. The format of the sessions will only be determined after the paper review and authors are invited to choose from 4 thematic tracks to submit their abstracts. All conference sessions will be related to the overall theme for the 2015 IASP World Conference which has been set as:

**“Science Parks and Areas of Innovation:  
New Technologies, New Industries, New Communities”**

From the perspective of the synergy between the three elements, ‘technology’, ‘industry’ and ‘community’, the functions and value of science parks in a global era will be analysed along with how emerging technologies and scientific developments can influence future human progress in terms of values and habits. The theme covers a plethora of fields where multiple facets of the development of science

parks can be discussed, and is closely related to the technology and innovation policies of an increasing number of countries, including China, where this conference will be held.

For methodological purposes, these tracks address the main topics of the conference theme (*new technologies, new industries, new communities*) as separate units, although always from the point of view of STPs/AIs. However, contributions with a holistic approach that try to highlight the relationships between these three threads and the way they intertwine will be especially appreciated. As our colleague Xiadong Zeng from the organising committee stated, “if *technologies* are points and *industries* are lines, then *communities* are planes, and even multi-dimensional structures”. This Euclidean simile illustrates the interdependence and interaction that will enrich this conference.

The three main elements of the conference theme also open up a fourth thematic track that authors can address: *the global dimension of Science Parks and Areas of Innovation*.

Below you can see a preliminary overview of contents. When submitting a proposal authors are kindly requested to specify which track their abstract is intended for.

## In brief: thematic tracks and subthemes for IASP 2015 Beijing

### TRACK 1: New technologies: technologies with the highest economic and social impact

- 1A: Latest technology trends and developments
- 1B: Embracing innovation

### TRACK 2: New industries: new business models and entrepreneurial profiles

- 2A: New technologies and new industries = New economic model?
- 2B: New models and profiles of companies, businessmen, entrepreneurs and innovation consumers
- 2C: Innovating the commercialisation of technology
- 2D: Incubation and growth
- 2E: New industries and financial innovation

### TRACK 3: New communities and social innovation: living and working environments

- 3A: STPs / AIs and new communities
- 3B: Interaction between the STP/AI/Science City/Smart and Green City/Living Lab concepts

### TRACK 4: The global dimension in Science Parks and other areas of innovation

- 4A: Managing the global dimension
- 4B: Global tech-transfer and technology services outsourcing in STPs



**Authors are asked to indicate which subtheme the presented abstract/paper relates to.** If it does not fit clearly into any of the issues listed, the authors are asked to at least specify to which thematic track it belongs.

**Authors are encouraged** to include either case studies with a focus on “lessons learned” in the delivered articles or to ensure that best practice is always included where applicable.

## In detail: thematic tracks guidelines for authors

### Track 1 New technologies: technologies with the highest economic and social impact

Technologies that may have a significant impact in the future and to which industries (and research institutions) must pay special attention. Disruptive technologies. Technologies addressing global problems such as pollution, overpopulation, energy, virtualisation (virtual tech, game industry, virtual communities, etc).

Updates on the hottest technology trends and the role of parks and other areas of innovation in helping their resident companies to successfully embark on the development and adoption of these newer technologies.

An angle of particular importance for us is to hear about technologies that may have influenced the focus of some STPs or even compelled them to substantially change or re-orientate their focus regarding their target companies and institutions, as well as those technologies which may have created new opportunities for STPs.

#### Subtheme 1A: Latest technology trends and developments

The main audience of our conference is composed mostly of science park and area of innovation managers and much less so of technicians and scientists. Furthermore, many of these managers must serve a community of companies and institutions that come from a great variety of areas and sectors.

To begin with we are looking for contributions that will help STP managers from all over the world to keep abreast of the hottest technological innovations and the newest technologies that are being developed and that are likely to have a great impact both on economies and on societies.

What are these technologies? Where are they primarily being developed? Where can excellence in these technologies be found? What social and market needs are they addressing?

Contributions submitted for this track will inevitably have to cover a number of technical issues to enable the audience to understand the essence and the importance of the technologies being discussed, but we are also very much looking for contributions that will help delegates to understand the economic and social impact that these technologies may have, the implication of these technologies for existing or emerging industries, and the difficulties or requirements that companies may have to face when they decide to develop or adopt these technologies. It would also be interesting to discuss the infrastructure and supports needed for developing these new technologies.

While we are open to receiving contributions from within any technology sector, provided that they have a great potential impact, we are particularly keen to hear about technologies that enter into two main categories: a) technologies of direct application to industry, such as clean-tech, energy saving, organisational technologies, etc. and b) technologies with an impact on communities and peoples' lives, such as life sciences, nutrition, education, urban technologies, etc.

Discussing the intersection of these technologies with some of the main global and urgent problems that the world faces today will also be highly valued by the evaluators. For example, how and where the discussed technologies overlap and link with problems such as global pollution, overpopulation, renewable energy, or with the various issues around the world of virtualisation (virtual technologies, game industry, virtual service industry, virtual communities, etc.).

### Subtheme 1B: Embracing innovation

How can STPs innovate in the services and mechanisms they offer to their companies in their endeavours to develop and adopt new technologies? How can STPs better support the commercialisation of technology? Which are the new needs that technology-based companies have today and how can STPs/AIs better serve them?

## Track 2 -New industries: new business models and entrepreneurial profiles

New company models and entrepreneurial styles that STPs should attract and serve. The industrial value chain of the future. Implications for STPs and other areas of innovation. Relationships between new types of companies and the newer technologies. New facilities and services to host and stimulate these newer companies.

Not only do existing technologies evolve and newer ones appear as a result of innovation and research, but also the formats and models of companies undergo an unprecedented evolution in an effort to adapt to the newer technologies and greater diversity of sources of knowledge on the one hand, and to the newer types of competitors and customers (individuals as well as communities) on the other.

Technologies such as 3D printing may give birth to new hybrid figures, such as the “prosumers” who are both producers and consumers, just as the unstoppable development of ICT may induce the advent of new economic models and systems.

Another point of interest could be to highlight those aspects that newer industries have in common with more traditional ones, such as how smaller companies can build relationships with bigger companies, how to upgrade traditional production models, or how smaller start-ups can grow into truly global corporations rather than staying at the local/family and friends level.

### Subtheme 2A: New technologies and new industries = New economic model?

We welcome contributions that will help us to understand “the bigger picture” that may be growing behind the massive advent of new and ever more disruptive technologies as well as the emergence of new business models. Approaching this topic from the point of view of social sciences (economics, sociology, political science) can be of great help for STP / AI managers and other agents of innovation to better grasp the implications and overall dimension of their work.

### Subtheme 2B: New models and profiles of companies, businessmen, entrepreneurs and innovation consumers

We welcome contributions that will help to visualise this new cartography of businesses, analysing how the existing ones evolve into newer forms as well as how new models appear apparently out of the blue.

Micro-multinationals or global born companies, ‘the millennials’ that are often found in hipster downtown areas, the “anti-cafe business model” companies, strategic alliances between SMEs, networked businesses etc. All these and many more models imply new needs and new challenges that science parks, areas of innovation or business incubators have to keep in mind while designing new facilities, services or networks.

How should STPs / AIs serve and support these new models and profiles? What type of new services and facilities are required?

### Subtheme 2C: Innovating the commercialisation of technology

Commercialisation of technology has always been at the core of STPs' mission and objectives, in collaboration with universities and research institutions. How has the accelerated development of new technologies and the upsurge of new business models changed the technology commercialisation process and the role of STPs (and universities) in said process?

### Subtheme 2D: Incubation and growth

Has the tremendous speed at which new technology is emerging changed the way we incubate our startups? Is there a disruptive model of business incubation out there? What is it? Are STPs and AIs aware of it and adopting it, or are they continuing with traditional incubation models? Securing the right financial flow is still crucial - are there new tools and mechanisms to do this?

Incubation and technology transfer processes seem to be at boiling point. New methods of incubation, new accelerator methods, new approaches of large companies towards new technology development: how are STPs coping with the eruption of all these transformations?

### Subtheme 2E: New industries and financial innovation

Discussing the significant role that capital plays in the development of the new industry. Financial needs for the new problems that industry faces today. How to encourage financial institutions to innovate their product/services for these new industries.

## Track 3 - New communities and social innovation: living and working environments

The profound changes that new technologies have brought about into people' lives, jobs and communication. Communities as communication spaces. The integration of STPs and areas of innovation in the new urban and social landscape. STPs expanding their boundaries and shaping new communities. Balancing inheritance and innovation in the creation of new communities.

Businesses and technologies operate in a large variety of communities that can have a wide range of shapes and components: from whole cities, to specific neighbourhoods or urban areas, networks of cities, communities of professionals and businesses, interest groups, virtual networks, etc. Pushed by many of the new technologies, especially the ICT-based ones, the catalogue of communities seems endless today.

Using the geometrical simile mentioned previously in this document, communities can be regarded as the "planes" where the dots and lines (technologies and industries) are drawn: where they interact, igniting innovation that comes from the clash of ideas and the activity of networks. In other words, modern communities are also new communication spaces. Such communities however, must be served by the right policy framework to support the innovation ecosystem, a sound research system to serve market-driven innovation, cultural diversity to face global challenges, the right platforms and channels for the interaction of young entrepreneurs, etc.

STPs and other areas of innovation must constantly adapt their objectives, strategies, tools and commercial offer in terms of facilities and services to follow this amazing evolution, and in many cases to lead it. In this track we expect to address topics such as the integration of science parks in city landscape of innovation, channels and mechanisms through which society can have an active role in shaping the new parks and areas of innovation, business opportunities created by the application of specific technologies to these new communities and their growing needs (intelligent traffic, public healthcare, e-politics, new educational models, etc). Alongside all these ideas, in this track we can also address topics such as:

### Subtheme 3A: STPs/AIs and new communities

STP evolution into new spatial configurations. Exporting the STP concept into cities.

### Subtheme 3B: Interaction between the STP/AI/Science City/Smart and Green City/Living Lab concepts

Understanding the differences and similarities of these and other such concepts to explore the potential synergies and collaboration between them.

## Track 4 - The global dimension in Science Parks and other areas of innovation

Not only are technologies increasingly global (in their inception, development and application), but also industries and communities are increasingly defined by their global aspects. Areas of innovation, and science parks in particular, must understand the implications of the increasing importance of this global component in almost everything they deal with.

Traditionally, science parks and other areas on innovation have strong local roots. Today, wholeheartedly embracing the global dimension of business and communities is an absolute necessity for success.

However, more often than not, this is not just a matter of upgrading the marketing and communication policies of science parks or implementing some new services with an international flavour to them. The required changes to be seen as credible global platforms that can successfully host and/or create global businesses are often of a deeper nature: they are changes that affect the management culture, the governance, the type of facilities and services, the profile of the park staff, etc.

In this track we'd like to discuss what the main obstacles are that science parks must overcome in their march towards a true and effective global reach, as well as the mechanisms and services that may help them in these endeavours.

On top of these topics we'd also like to discuss:

### Subtheme 4A: Managing the global dimension

Vigorously embracing the global dimension of business and technology may imply or necessitate management and governance changes in STPs and AIs. We welcome contributions that will address this topic either discussing existing examples or proposing new solutions.

### Subtheme 4B: Global tech-transfer and technology services outsourcing in STPs

STPs and other AIs should discuss how they can better join the wave of the globalisation of technology transfer processes and the rapid development of the outsourcing of technology support services.

## TECHNICAL SPECIFICATIONS

Submission of abstracts (paper proposals) is open to everyone. Authors do not need to be members of IASP, and participation from a variety of organisations and sectors is welcomed.

Proposals to present contributions at this IASP World Conference in 2015 will undergo the review process below. Selections will be made according to the paper content and its ability to address the topics and themes outlined above. The conference organisers will aim to include papers from the broadest possible range of expertise and perspectives.

### *Selection of Abstracts*

Anyone interested in presenting a paper at the conference must first submit an 800-1200 word abstract to the Steering Committee Secretariat. Submissions should be made through the online system available at [www.iasp2015beijing.cn](http://www.iasp2015beijing.cn) by **20<sup>th</sup> November 2014**. For any questions please send a message to [papers@iasp.ws](mailto:papers@iasp.ws).

All abstracts must be in English.

Abstracts will be evaluated by the Conference Steering Committee and review panel. The authors will be notified by 27<sup>th</sup> January 2015 as to whether or not their abstract has been selected for the next step in the paper selection process (full paper for review).

The authors whose abstracts have been selected will need to submit their complete papers no later than 7<sup>th</sup> May 2015. Only those authors whose abstracts are approved may submit a full paper for review.

### *Selection of Full Papers*

Full papers will be evaluated by the Conference Steering Committee and review panel. The panel will select the final papers that best contribute to the theme and desired discussion at the conference based on the clarity and relevance of their argument. Authors will be notified by 17<sup>th</sup> June 2015 as to whether their full paper has been selected for inclusion in the conference programme.

Given the limited number of speaking opportunities at the conference, some of the full papers that are approved by the review panel may be included in the conference proceedings but may not be allotted time for an oral presentation at the conference.

### *Important deadlines*

Submission of abstracts	20 <sup>th</sup> November 2014
Notification to authors	27 <sup>th</sup> January 2015
Submission of full papers	7 <sup>th</sup> May 2015
Notification to authors	17 <sup>th</sup> June 2015
Conference dates	22 <sup>nd</sup> -25 <sup>th</sup> September 2015

### *Steering Committee Secretariat*

For more information about the Call for Contributions process for the conference, please contact Ebba Lund or Francesca Antoniazzi at [papers@iasp.ws](mailto:papers@iasp.ws).

### *Conference Secretariat*

For more information about the conference and the city of Beijing, please visit the conference website [www.iasp2015beijing.cn](http://www.iasp2015beijing.cn) or email [kwang@zgc.gov.cn](mailto:kwang@zgc.gov.cn).