

## Call for Book Chapters

(Tentative) book title: Managing Open Innovation in Football

Editors:

Marcel Bogers (University of Copenhagen/University of California, Berkeley)

Vanessa Ratten (La Trobe University)

Publisher: Routledge

### Deadlines:

Abstract: February 1, 2020

Full chapter: April 1, 2020

Please submit to [marcel@ifro.ku.dk](mailto:marcel@ifro.ku.dk) and [v.ratten@latrobe.edu.au](mailto:v.ratten@latrobe.edu.au)

We announce our call for book chapters for the book ‘Managing Open Innovation in Football’. We define open innovation as “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries” (Chesbrough and Bogers, 2014:17). The difference between open innovation and other forms of innovation is that it focuses not only on internal innovation processes but rather leverages sources of knowledge as well as commercialization opportunities outside of the organizational boundaries. While sometimes there may be strong intellectual property considerations, in other cases it welcomes the free flow of information between organizations and individuals in order to create more opportunities than any single organization or individual could do by itself. This enables a dynamic flow of knowledge amongst entities that foster a co-creation process, and thus create new innovation and commercialization opportunities. Open innovation has particularly in the digital and knowledge economy provided a competitive edge for organizations. By football we consider all types relevant to this book including European football (soccer), National Football League (NFL), Australian Football League and other varieties. This book will focus specifically on football, thereby taking the open innovation literature to a new area. We welcome conceptual and/or empirical chapters that discuss open innovation in football. In addition, we welcome case studies or practical notes about the topic. Potential topics include, but are not limited to:

- open innovation in the digital age (e.g. digital technologies, data-driven innovation)
- human side of open innovation (e.g. athlete innovation, human resource management)
- teams and project level attributes to designing open innovation in football
- football innovation ecosystems and communities of football innovators
- open innovation in an international context
- role of gender in open innovation in football
- sport entrepreneurship and open business models in football
- open innovation for sustainability in football
- collaborative public management in football and policy implication
- socio-economic developments of open innovation in football

Abstracts should be about 200 words (1/2 page)

Full chapters should be around 3000-10000 words

All chapters will be peer reviewed