



## THE UAM-ACCENTURE CHAIR 2009 AWARD IN ECONOMICS AND MANAGEMENT OF INNOVATION

The UAM-Accenture Chair ([www.uam.es/catedra-uam-accenture](http://www.uam.es/catedra-uam-accenture)) launches an Award for a research paper in Economics and Management of Innovation.

The current economic crisis is forcing many countries to deal with a new scenario where old recipes are proving to be ineffective. Now, more than ever, innovation has to be part of business strategy and play a much greater role in economic policies if a return to sustainable growth is the aim.

With this in mind, the **2009 Award** motto is:

### **Innovation can be a lever, innovation must be levered**

Within this broad topic the following issues may be dealt with either together or alternatively.

- Innovation as a lever of business productivity
- Innovation: A driver to transform the productive model in the new digital era
- Social networks and global collaboration: Development and progress enablers and non threats.
- Innovation for sustainable businesses and socially responsible corporations in a post-crisis model
- Driving a business innovative culture in a crisis period
- Radical vs. incremental innovation: Pros and cons of each during a crisis period.

The above issues may refer to particular industries, groups of companies, geographical agglomerations or specific societal groups. The paper should aim to present new ideas on innovation, and proposals for change that would be eventually viable within five year's time.

**Bases:**

First: The UAM-Accenture Chair Award 2009 is eight thousand Euros (8,000 Euros).

Second: The papers presented must be original and unpublished documents with a minimum length of 8,000 words and a maximum of 12,000. Any appendix or tables will be apart. Papers written in Spanish or English are accepted.

Third: The papers will be sent to [catedra.uam-accenture@uam.es](mailto:catedra.uam-accenture@uam.es) not later than 12 p.m. of October 31, 2009.

Forth: The Chair UAM-Accenture Board will designate the Jury for the 2009 Award in due course. It will be composed of relevant academics and business managers. The President of the Board, representing Accenture, and the Director of the Chair, representing the UAM, will be members of the Jury.

Fifth: The author/s awarded will be free to send the original to any Journal, mentioning the Award and the sponsorship of the Chair. Should this right not be exercised, the Chair may decide its publication. In this latter case, the author will not receive fees for this first edition of the paper.

Sixth: The Award winner will be announced before December 15th, 2009. The Chair will then organize a prize-giving event.

Seventh: Those who present papers to this UAM-Accenture Chair 2009 Award are implicitly agreeing with the above conditions.

**More information: [catedra.uam-accenture@uam.es](mailto:catedra.uam-accenture@uam.es)**