

Call for Papers

Subtrack of the “Knowledge and Learning” General Track, organized in conjunction with the Innovation SIG

More than Meets and Greets: Exploring the Temporary and Spatial Dimension of Organized Events as Sites of Knowledge Exchange, Learning, and Innovation

Organized events such as trade fairs, festivals, or award ceremonies have recently been highlighted as temporary social organizations that encapsulate and shape the development of organizational fields (Lampel and Meyer, 2008). Meyer, Gaba, and Colwell (2005: 467) have coined the term field-configuring events to denote “places where business cards are exchanged, networks are constructed, reputations are advanced, deals are struck, and standards are set.” In a similar line of reasoning, economic geographers conceptualize professional gatherings as temporary (Maskell, Bathelt, and Malmberg, 2006) or even cyclical clusters (Power and Jansson, 2008) that enable processes of intense knowledge exchange, networking, and idea generation similar to those found in permanent regional clusters. Since the field-configuring event concept is getting increasing attention among both management (e.g. a Special Issue in *Journal of Management Studies* 2008; an edited volume at Cambridge University Press 2011) and economic geography scholars (e.g. a session at the Annual International Conference 2012 of the Royal Geographic Society), a theoretical and methodological exchange across these two disciplines interested in the effect of the temporary spatial proximity provided by such events for knowledge exchange, learning, and innovation is due.

We propose to explore the effects of organized events on the communities, regions, industries, or organizational fields in which they are embedded both theoretically and methodologically along three dimensions: *time, space, and relations*. These explorations should then facilitate a further theorization of the phenomenon of organized events especially in the context of the learning and innovation literatures. Field-configuring events are *temporally and spatially bounded* arenas in which diverse actors meet outside their normal routines of interaction (Lampel and Meyer, 2008). This situation is said to allow for predictable unpredictability and the creation of novelty (Lampel, 2011), e.g. because less dominant field actors gain an access to dominant discourses (Hardy and Maguire, 2010) and because *new relationships and networks* can be formed (Stam, 2010). However, we still lack an understanding about the conditions that facilitate such processes or about the role of certain actors such as event organizers in shaping these conditions. Furthermore, we still know little about how organizations benefit from event participation and how they can transfer knowledge and learning from these temporary arenas into their permanent structures. The role of space as not only a material, but as a social and mental parameter (Hernes, 2003) of organized events is also not yet fully explored. Finally, an exchange about the methodological possibilities and challenges of studying organized events as sites for creativity, learning, and innovation is missing. While field-configuring events, for instance, are described as “microcosms” (Meyer et al., 2005) of industries and markets that provide unique opportunities to observe and meet all relevant field actors and to study

unpredictable and emergent processes, the methodological possibilities for researching events such as ethnographical research or network, discourse, or space analyses and their combinations are not yet sufficiently reflected.

In line with these research desiderata, the track is geared towards the Knowledge & Learning as well as Innovation SIGs. We welcome papers that engage with established and emerging trends in these areas related to organized events more specifically or different forms of organized temporary proximity more broadly. We welcome papers that...

- ...engage with established debates (for example, the field-configuring events discourse), or
- ...explore emerging and new areas (for example, at the intersection of management and design/architecture),
- ...examine the subject from a particular theoretical perspective (for example, innovation, economic geography, knowledge management),
- ...use a variety of methodological approaches (for example, social network analysis, ethnography, statistical analysis, case studies), and/or
- ...have a particular focus on sectors (for example, architecture, new technologies, creative industries, healthcare).

Please note that the subtrack organizers together with Gernot Grabher will edit a Special Issue on **"Field-Configuring Events as Arenas for Innovation and Learning"** at **Industry & Innovation**. The submission deadline for the Special Issue will be the 1st of October, 2013. Participation at EURAM is neither a requirement for, nor will it guarantee inclusion in the Special Issue, but our subtrack provides a good opportunity to discuss work prior to submission.

Organizers

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Paper Submission Guidelines

The deadline for submitting a paper to the EURAM 2013 Conference is **15th January 2013, 2pm Central European Time (CET)**.

Please note that you may be listed as an author or co-author on up to **3** submitted papers.

Before submitting a paper, please check/confirm that:

- You have only submitted the paper to ONE track (please check with co-authors).
- The paper has NOT been presented, published or accepted for publication elsewhere (if it is under review, it must NOT appear in print before the EURAM 2013 Conference).
- There is NO author's name or other identifying information in the paper, including the acknowledgements.

- The paper (including title page, abstract, main text, figures, tables, references etc.) is ONE PDF document.
- The paper is a MAXIMUM of 40 pages (including ALL tables, appendices and references).
- The paper format follows the European Management Review [style guide](#).
- The paper is:
 - In Times New Roman
 - 12-pitch font
 - Double spaced (2.0)
 - With 1-inch (2.5cm) margins
- All pages are numbered.
- The paper prints correctly as a PDF (i.e. all imported figures and tables are there and readable), and the file is virus-free.
- The paper is written in ENGLISH.

If the paper does not comply with these standards, EURAM reserves the right to desk-reject it.

Please note that NO changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference.

Please visit the conference website, euram2013.com, in order to submit your paper.