 

**CALL FOR PAPERS**

***Hidden*** ***Champions in the Connected World***

**Oct. 22-Oct. 23, 2018**

**Zhejiang University, Hangzhou, China**

|  |
| --- |
| **Symposium Chairs** |
| **Prof. Xiaobo Wu**National Institute for Innovation Management (NIIM), Zhejiang University, China | **Prof. Danica Purg**International Association for Management Development in Dynamic Societies (CEEMAN)IEDC-Bled School of Management, Postgraduate Studies, Slovenia |

Looking at the list of the most admired companies in the world published annually by Fortune magazine, we may conclude that an excellent company must be a well-known corporate giant. Similarly, the majority of literature has focused on these larger companies, since much of their information was publicly available and their history was relatively easy to etch out. But, as economists recognized a long time ago, the engine of economic growth for many nations were the flourishing strata of small and medium-sized companies. We talk here about the fact that more than 95% of economic development in Germany and China depend on hidden champions. What are the lessons here? This question led to enhanced research endeavors in the field of hidden champions. Hidden champions, described by Hermann Simon as companies whose market dominance belies their low profiles, have been considered as an important issue in both business and the academic field in recent years. Despite the international interest in this topic, empirical research is astonishingly scarce, even in Germany. As a consequence, to the best of our knowledge, the factors that induce a company to be a hidden champion and how these firms develop in the connected world have not been empirically validated to date. We seek to showcase work that informs these issues. Topics of interest include, but are not limited to the following issues:

* Innovativeness as a key success factor for hidden champions
* Ownership of hidden champions
* Leadership of hidden champions
* Manufacturing capabilities and hidden champions
* Hidden champions in global market
* Financial aspects of hidden champion business models
* From hidden champions to corporate giants
* Hidden champions and sustainable development

**Timeline**

July 31, 2018: Deadline for full paper submission

August 31, 2018: Notifications of Symposium Review Committee decisions

September 20, 2018: Deadline for final paper submission

Paper is required to be submitted to: hiddenchampion@zju.edu.cn

**Symposium Organization**

* National Institute for Innovation Management (NIIM), Zhejiang University, China
* International Association for Management Development in Dynamic Societies (CEEMAN), Slovenia
* School of Management, Zhejiang University, China

**Program Committee (Sort by the last name)**

* [Ruben Ascua](http://www.baidu.com/link?url=vysoaBuZrBu0F2Vi-QP45EUdN3KDNjxvjeYtYzyHgFki7m5ydFfytmqxUgc-oTdvk3UE1heuTe782KugI95p6UExLB8r0RkFOOEDjBKcDdo7LnueLy0LWJogvpejnIHL_0HIwG-mNPjNbEmV07S0Vx9_eiOdW3sSS9G5MuCTfvzhqECl_sAjUkhtp2DMEwRa), International Council for Small Business, USA
* Alenka Braček Lalić, IEDC-Bled School of Management, Slovenia
* Renyong Chi, Zhejiang University of Technology, China
* Takahiro Fujimoto, University of Tokyo, Japan
* Elizabeth Garnsey, University of Cambridge, UK
* Mike Gregory, University of Cambridge, UK
* Keun Lee, Seoul National University, Korea
* Arie Lewin, University of Duke, USA
* Franco Malerba, Bocconi University, Italy
* Mammo Muchie, Tshwane University of Technology, South Africa
* YoungWon Park, University of Tokyo, Japan
* Irina Sennikova, RISEBA University of Business, Latvia
* Geon-Cheol Shin, Kyung Hee University, Korea
* Steven Si, Bloomsburg University of Pennsylvania, USA
* Hermann Simon, Simon-Kucher & Partners Strategy and Marketing Consultants, Germany

**Contact Information**

Dr. Shenjiang MO / Dr. Jian DU / Dr. Linan LEI

School of Management, Zhejiang University

Hangzhou 310058, PR China

Tel: (+86)571-8820 6889

Fax: (+86)571-8820 6892

Email: niim@zju.edu.cn / leilinan@zju.edu.cn

Dr. Alenka Braček Lalić / Olga Veligurska / Artyom Ushnichkov

CEEMAN

Prešernova cesta 33

4260 Bled, Slovenia

Tel: (+386) 4 579 25 05

Fax: (+386) 4 579 25 01

Email: info@ceeman.org