

CALL FOR CHAPTER PROPOSALS

Proposal Submission Deadline: **September 30, 2013**

Business Innovation and Business Invention - Leveraging Interdependencies for Sustainability and Organizational Development

A book edited by
Dr. Fawzy Soliman
UTS Business School
(University of Technology, Sydney)

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Introduction:

Many organisations are mainly focused on business innovation solutions to achieve best practice in the industry by always looking for undiscovered solutions to solve the industry problems (Nicholas et al, 2011). Those organisations are usually opting for innovation as means of gaining and/or sustaining competitive advantages. However, the current legitimate debate about business excellence and innovation is that both concepts share similar objectives for achieving competitive advantages but are different in strategies as well as policies and procedures.

Although there are many overlapping issues between the two concepts, they differ significantly in many aspects. For instance, both concepts require similar resources in similar but different organisational units and departments in order to implement and monitor particular programs for improving organizational performance measures. It should be noted that business excellence is usually defined in business and management literatures as, “a systematic approach that integrates the organization leadership and management system in order to improve the firm overall performance” (Dahlgaard and Park, 1999) and (Garvare and Isaksson, 2001). Business excellence had been also been described as a quality management tool to be used by organizations in order to enhance their performance by focusing on incremental or radical improvements in traditional areas such as customers’ needs and satisfaction, stakeholders value and management process (Prabir, 2011). Furthermore, the literature on business excellence has been mainly concerned with the effectiveness of the concept on internal improvements by using tools such as balanced scorecards and six-sigma, which mainly focus on improving the

internal performance of the firm. However, the area that has not been adequately considered is addressing the business issues in relation to external environments.

On the other hand, the literature defines two different concepts on innovation; namely, *business innovation* and *business invention*. The business innovation concept is widely defined in the business management literatures as a tool that create more value to the organization via continually working on meeting customers' demands by innovative solutions that meet future customers' needs or solutions meets old customers' demands in new ways (Panuwatwanich et al, 2008). It has been noted that the use of business innovation in the organizational context would usually result in positive changes in the firm's level of quality, productivity and competitiveness (Johannessen and Olsen, 2009). Therefore it could be argued that the two concepts business invention and business innovation are two different concepts but are usually sharing one and similar objective which is the creation of new ideas.

The above obvious difference between the two concepts within the business management community clearly explains the reason behind the distinctive differences, in the mind of business scholars and researchers, between the two concepts i.e. business excellence and business innovation. Innovation is the introduction of a new product, service or process through a certain business model into the marketplace, either by utilization or by commercialization (Gamal, 2011). While business excellence is about ensuring the effectiveness of the known and tested methods for internal process improvement so that firm could focus on improving and its performance.

Superficially the two concepts appear to be similar but in reality they are not even though they share the same main objective as far as improving business performance and sustaining competitive advantages. However, recent research indicates that the two concepts may also play different roles for Sustainability and Organisational Development.

Therefore one of the objectives of the proposed book is to highlight the main differences between the two concepts and that these differences could lead to better management by better understating further organizational internal environments that could contribute to organizational efforts in avoiding failure in implementing strategies for business excellence and innovation (Angell and Corbett, 2009).

The book "***Business Innovation and Business Invention - Leveraging Interdependencies for Sustainability and Organizational Development***" will present to the reader a research edited book that encompasses most recent advances in the application of the concepts of Innovation and Business Excellence for Sustainability & Organisational Development which could impact directly or indirectly on the performance of businesses particularly innovative businesses.

Objective of the Book:

The main objective of the book is to alert firms to the risks that they could face if the implementation process of the business innovation and or business excellence are not

carefully managed and appropriately selected and supported. The book contents would assist firms to ensure that their business innovation and/or business excellence activities are positioned to assist the firm's competitive advantages.

The book will be a unique addition to the literature and it could assist companies to avoid exposing themselves to unnecessary risks should they not ensure that appropriate implementation of business innovation and or business excellence practices have been followed. Furthermore, the book will present methods for selection and maintenance of business innovation and or business excellence processes.

Target Audience:

The target audience of this book will be firm management professionals and researchers working in the field of management, human resources management, information and knowledge management in various disciplines, e.g. library, information and communication sciences, administrative sciences and management, education, adult education, sociology, computer science, and information technology. Moreover, the book will provide insights and support executives concerned with the management of expertise, innovation, knowledge, human resources management, information and organizational development in different types of work communities and environments.

Recommended topics include, but are not limited to, the following:

- Sustainability and organisational developments: Do business innovation and business excellence share the same drivers?
- Strategies for deployment of sustainability and organisational developments in the Innovative firms
- Transformational Leadership roles in the innovative firms.
- Alignment of sustainability strategies with innovation strategies.
- Modelling the mismatch between business innovation and business excellence strategies.
- Sustainable organisational development possibilities: Role of HRM.
- Social sustainability and organisational developments: Do the two cultures overlap or collide?
- Could corporate sustainability be assessed?
- Impact of growing middle classes on sustainability and organisational developments in emerging markets.
- Could social sustainability lead to economic stability?
- Role of business excellence in the sustainability assessment.
- Risk management and volatility in business innovation and business excellence strategies.
- Evaluation of business innovation and business excellence success factors.
- Identification of the resources shortcomings for business innovation and business excellence.

Submission Procedure:

Researchers and practitioners are invited to submit on or before **September 30, 2013**, a 2-3 page chapter proposal clearly explaining the mission and concerns of his or her proposed chapter. Authors of accepted proposals will be notified by **October 31, 2013** about the status of their proposals and sent chapter guidelines. Full chapters are expected to be submitted by **December 31, 2013**. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Publisher:

This book is scheduled to be published by **Springer** International Publishing AG, Cham, Switzerland, a prestigious publisher of many outstanding books, Journals and monographs in all fields of knowledge particularly business and management. For additional information regarding the publisher, please visit www.springer.com. This publication is anticipated to be released in 2014.

Important Dates:

September 30, 2013:	Chapter Proposal Submission Deadline
October 31, 2013:	Notification of Acceptance
November 30, 2013:	Full Chapter Submission
December 15, 2013:	Review Results Returned
December 30, 2013:	Final Chapter Submission

*Inquiries and submissions can be forwarded **electronically** (Word document) or by **mail** to:*

Dr. Fawzy Soliman
Management Discipline Group
UTS Business School
University of Technology, Sydney,
PO Box 123, Broadway, Sydney, NSW, 2007, Australia
Tel.: +612 9514 3611 • Fax: +612 9514 3602 • GSM: +61417 77 7708
E-mail: fawzy.soliman@uts.edu.au