



UAM-ACCENTURE CHAIR 2014 AWARD IN ECONOMICS AND INNOVATION MANAGEMENT

The UAM-Accenture Chair in Economics and Management of Innovation (www.uam.es/catedra-uam-accenture/index_en.html) launches the Sixth Edition of the Award for a research paper in Economics and Management of Innovation.

One of the European Union's flagships for achieving its growth strategy under Europe 2020 is the Digital Agenda for Europe (DAE). The overall aim of the Digital Agenda is to deliver sustainable economic and social benefits from a digital single market based on fast and ultra-fast internet and interoperable applications. The DAE makes proposals for actions to get Europe on track of smart, sustainable and inclusive growth. Launched in May 2010, the DAE contains 101 actions, grouped around seven priority areas adopted by the European Commission for the digital economy and society: A digital single market, interoperability between IT products and services, trust and security technology, Fast and ultra-fast internet access, research and innovation, Enhancing digital literacy and ICT-enabled benefits for EU society. In this context, it is important to promote research on the role of ICT in public and private organization performance, economic growth and development.

The motto for the 2014 Award is: ***“Digital Agenda and Innovation”***

Examples of issues for this wide subject which can be jointly or alternatively considered are the following. Make sure innovation is considered in any of them.

- Communication networks, innovation and economic growth
- Potential effects of Europe's Digital Agenda on innovation
- ICT and organizational performance
- ICT and innovation
- ICT and knowledge management
- ICT and sustainable development
- Digital market
- Security of online transactions
- Network Society
- Markets, interoperability and standardization

- e-Inclusion
- e-Learning
- e-Government
- e-Health

CONDITIONS:

First: The UAM-Accenture Chair Award 2014 is five thousand Euros (5,000 Euros).

Second: The papers presented must be original and unpublished documents with a minimum length of 7,000 words and a maximum of 12,000. Any appendix or tables will be apart. Only papers written in English are accepted. Papers must be delivered in pdf format. The first page must contain the paper's title, author or authors' names along with the organization they belong to, a brief biographical note and e-mail contact for each of them.

Third: Besides the paper, authors shall send an abstract of between 1,000 and 1,200 words in plain language. The UAM-Accenture Chair is authorized to distribute a publication with a selection of abstracts from papers submitted to this award.

Abstracts structure will be as follows:

- Objectives of the study.
- Methodology.
- Conclusions.

Fourth: The papers should be sent to catedra.uam-accenture@uam.es not later than 11.59 p.m. of October 30, 2014.

Fifth: The Chair UAM-Accenture Board will designate the Jury for the 2014 Award in due course. It will be composed of relevant academics, business managers and policy makers. The President of the Board, representing Accenture, and the Director of the Chair, representing the UAM, will be members of the Jury.

Sixth: The Award winner will be announced in the first months of 2015. The Chair will then organize a prize-giving event.

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

For further information: catedra.uam-accenture@uam.es