

# **Call for Papers ECIS 2011**



**The Forth European Competitive Intelligence Symposium**

**ATELIS in partnership  
with the Institute for Competitive Intelligence**

*Delivering excellence in CI thinking and practice in a  
challenging environment*

**6th & 7th April, 2011, Bad Nauheim, Germany  
(pre and post conference workshops 5<sup>th</sup> and 8<sup>th</sup> April, 2011)**

**<http://www.atelis.org>**

**<http://conference.competitive-intelligence.com>**



## Subject

The European Competitive Intelligence Symposium (ECIS) (now in its fourth successful year) is the premier event for developments in Competitive Intelligence thinking and practice. It provides a forum for discussing topics related to Competitive Intelligence (CI), Market and Marketing Intelligence, Private Intelligence, Intelligence Studies and the relationship between CI and Business Intelligence (software systems). ECIS will provide a high profile, leading edge forum for researchers and professionals alike to present state-of-the-art research and experiences in the fields of Competitive, Business and Market Intelligence. A parallel practitioner track will focus on applied, hands-on case studies. Pre and post conference workshops will in addition be targeted to provide training for both beginners to the field of Competitive Intelligence, and seasoned experts.

Competitive Intelligence and Intelligence Studies have often previously focused on threats. There has also been a tendency to focus on the larger enterprises such as multinationals, with less emphasis being paid to business development and business creation, or entrepreneurship. ECIS provides an opportunity for researchers focusing on these issues to present their work in a peer-reviewed forum. The symposium will feature a diverse mixture of contributors, including scientific sessions, several targeted workshops, product demonstrations, keynote speeches and panel discussions from experts in their fields. It will take place in Bad Nauheim, Germany.

## Topics

Research contributions are invited from all areas pertinent to Competitive, Market and Business Intelligence, including:

**Call A: Scientific research papers on Competitive Intelligence** issues (must be original papers, never published/presented before); Peer reviewed

Session length: 45 Minutes

Presenters will receive a complimentary registration to the conference (6<sup>th</sup> and 7<sup>th</sup> of April 2011)

**Call B: Applied scientific research papers** (cross fertilization of tools, techniques and/or methodologies from related scientific fields). Methodologies presented must be innovative within the field of Competitive Intelligence; Peer reviewed

Session length: 45 Minutes

Presenters will receive a complimentary registration to the conference (6<sup>th</sup> and 7<sup>th</sup> of April 2011)

Typical related fields for Calls A/B could include, but are not limited to:

1. Business Intelligence
2. Knowledge Management
3. National Intelligence
4. Law enforcement



5. Organizational behaviour
6. Psychology
7. Information technology
8. Decision-making behaviour science
9. Business strategy development
10. Data and Text mining
11. Information management and information sciences
12. Digital Intelligence
13. Teaching Intelligence (formats, curriculum, software support)
14. Skills and Jobs
15. Influence and lobbying in the CI context
16. Technological survey or watch/trend spotting (Competitive Technical Intelligence)
17. Patents and Innovation for SMEs
18. Human Resource Management in a CI context

**Call C: Practitioners Case Studies** Presentations by practitioners for practitioners where a specific challenge and its potential solutions are encouraged. Presentations must be based on real-life situations. Confidential information can be disguised to prevent disclosure.

Session length: 45 Minutes

Presenters will receive a complimentary registration to the conference (6<sup>th</sup> and 7<sup>th</sup> of April 2011)

Case study proposals should be submitted to [Conference@competitive-intelligence.com](mailto:Conference@competitive-intelligence.com), indicating:

- 1) Session title
- 2) Session abstract (max 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio (max 100 words)
- 5) Indicate target participant's CI experience:
  - Beginner (new to Competitive Intelligence)
  - Intermediate (up to 5 years related experience)
  - Expert (more than 5 years related experience)
- 6) Has the session been presented before? (if yes, when and where)
- 7) Any confidentiality issues for the presentation



Typical presentation topics could include, but are not limited to

1. Organization of CI units (including cooperation with other divisions of the business)
2. Personnel effectiveness
3. External and internal networking
4. Experience from applying specific analytical tools and techniques (war games, text mining; incentive models, CI software in general etc)
5. Country specific case studies (CI in emerging markets, Latin America, Africa, Asia, North America)
6. Industry specific CI cases (Pharmaceutical and Healthcare, Chemicals, IT, High Tech, NGOs, Retail etc)
7. Competitive Technical Intelligence related cases
8. Counter Intelligence (Protection of one's organization against illegal and/or unethical behaviour)

#### **Call D: Call for pre- and post conference workshops**

For the topics indicated above (Calls A-C) we encourage presenters to submit proposals for workshops. Workshop proposals will be assessed by content and from a commercial perspective – independent of any proposals for conference presentations. Workshop proposal should be submitted to [Conference@competitive-intelligence.com](mailto:Conference@competitive-intelligence.com):

- 1) Workshop title
- 2) Workshop abstract (max 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio (max 100 words)
- 5) Workshop duration (half-day or full day)
- 6) Indicate target participant's CI experience:
  - Beginner (new to Competitive Intelligence)
  - Intermediate (up to 5 years related experience)
  - Expert (more than 5 years related experience)
- 7) Has the workshop presented before? (if yes, when and where)

Terms and conditions for workshop presenters (Call D, workshops only):

- Minimum participants: 5 (otherwise workshop will be cancelled)
- Complementary conference registration
- One complementary overnight stay at the conference venue or at a nearby hotel

Honorarium:

- For 5-10 participants: E1,000/500 (Full day/half day)
- For 10-15 participants: E 1,500/750 (Full day/half day)
- For 15-20 participants: E 2,000/1,000 (full day/half day)



## **Participants and Activities**

ECIS is a symposium, welcoming both academics and professionals. There will be two types of participants at the symposium; intelligence professionals and academics, each bringing them their differing perspectives. Workshops will be held for professionals in conjunction with the conference. Information and service provider companies will be exhibiting in the exhibition hall.

## **Venue and registration fee**

All detailed information concerning the conference fees, hotel and registration, can be found at: <http://conference.competitive-intelligence.com/fees.html>

## **Information for authors/Submission guidelines**

### *Important Dates (*

**August 6th, 2010:** call for speakers published

**November 15th, 2010:** deadline for submission of proposals (Call A-D)

**December 15th, 2010:** notification and announcement of speakers

**January 1st, 2011:** end of early bird registration

## **Procedure for Submission (Call A and Call B only)**

### ***General***

The accepted languages will be English, German and French. For the papers written in German or French an abstract summary in English should be provided. The detail of tables and figures, should be translated into English. All submitted papers must be original and unpublished and should not have been considered elsewhere for publication. Papers must show a significant relevance to Competitive, Market and/or Business Intelligence (see the list of topics above). All submissions must be made electronically and in PDF format. No other format will be accepted.

Papers that do not meet the size and formatting requirements will not be reviewed. Submissions will be judged on originality, significance, interest, clarity, relevance, and accuracy.

Name and affiliation should only be included on the first page of the Call for Papers Extended Abstract Template, otherwise the submission should be anonymous. No identifying features should be used either through acknowledgments or obvious self- referencing. Authors are required to clear the meta data properties box of any document sent. Page numbering should not be used.

Please send prepared submissions to [lmasson@escem.fr](mailto:lmasson@escem.fr).



### ***Full Papers***

Full papers should use the Call for Papers Extended Abstract Template and the ECIS Conference Paper Style Guide, following the American Psychological Association (APA) style. Max 20 pages.

All accepted papers which are received by the appropriate deadline will be included in Conference Proceedings (presentation version) and published with an ISBN. Paper versions of the accepted scientific papers (“Call A and Call B”) will be published as a conference volume in the series “Studies in Intelligence Collection and Intelligence Analysis”, Editor Prof. Dr. Sven Litzcke.

### ***Short Papers***

Short papers should use the Call for Papers Extended Abstract Template and the ECIS Conference Paper Style Guide, following the American Psychological Association (APA) style, the only difference being that there is a 10 page maximum. This section is to allow for the showcasing of early research in progress. New and/or ongoing work, early findings from measurement studies and demonstrations of newly deployed systems are highly encouraged. All accepted papers which are received by the appropriate deadline will be included in Conference Proceedings.

We are particularly interested to include work from student projects, preferably presented by the students themselves, in this category.

### ***Flash Poster and Poster Session***

Flash poster sessions should be delivered orally in 5 minutes, using slide material. If a poster is also available it will be also be presented in the poster session.

Poster Sessions imply no requirement to present the material orally. The paper, which is in free form, will instead be posted on a billboard and available for conference participants to read.

Indicate in your submission if you intend to present a flash poster or a poster only.

### ***Review Process***

All submissions will undergo a rigorous blind review process managed by the ECIS 2011 Scientific Committee. Once the paper has been approved all details of the meeting, including registration, symposium timetable and social program are the responsibility of the proposers.

Reviewer and scientific committee feedback will be provided and authors will be expected to address any required revisions before submitting a final version of their paper. Only the final submissions will be included in the Conference proceedings.



### **Criterion for evaluation by Reviewers/Scientific Committee**

- **Relevance:** Does the subject matter of the paper match the conference theme and consequently, will it be of interest to the conference attendees?
- **Methodology:** Does the paper use sound and appropriate methodology?
- **Originality:** Does the paper add new findings, insights, or knowledge to the body of literature?
- **Research:** Does the paper compare and match up against the work of others?
- **Conclusions:** Are the conclusions sound and well justified?
- **Managerial Implications:** If relevant, are the managerial relevance and implications of the solution demonstrated?
- **References:** Are the references current, of the right quality and sufficient to demonstrate the author's familiarity with appropriate literature?

### **Presentation Procedure (Call A and B only)**

#### ***Full Papers***

At least one author for each accepted submission is expected to register and present their paper. Time allocation for each presentation will be 30 minutes including 5 minutes for Q&A.

#### ***Short Papers***

At least one author for each accepted submission is expected to register and present their paper. Time allocation for each presentation will be 15 minutes including 5 minutes for Q&A.

#### ***Poster Session***

Flash poster: the time allocation for presentation is 5 minutes.

The posters will be presented in the hall.

### **Paper Awards**

The 5 best papers in each category will receive a best paper award. A special award will also be given to the best paper where the lead author is a current student.

#### ***Important Conference Websites***

<http://conference.competitive-intelligence.com>

<http://www.atelis.org>; <http://www.ciworldwide.org> information on past symposia is also available here.

Conference community: <http://linkedin-events.competitive-intelligence.com> – please join this group to stay in touch with latest developments.