



# VCM CONFERENCE

VALUE CHAIN MANAGEMENT

## Modelling Value

4<sup>th</sup> - 5<sup>th</sup> May 2011

Upper Austria University of Applied Sciences  
School of Management, Steyr - Austria

## ABOUT VALUE CHAIN MANAGEMENT

*Value Chain Management seeks to understand, to design and to control the entire network of relevant business partners in order to provide superior customer value and to ensure sustainable economic development of those partners as well as other interest groups.*

According to a recently developed Delphi study, the most important key challenges which the world economy is facing in the near future are the following:

- Meeting short term economic needs but at the same time taking care to ensure that the environment is exploited in such a way that future generations have the same opportunities and chances as we have.
- Coping with the following contrasting issues: the massive gulf between rich and poor; stable versus tense political conditions; well educated and illiterate populations; countries with high debt and countries lending money.
- Coping with the unbalanced availability of resources and demographic and socio-economic developments and environmental changes.

The Value Chain Management initiative tries to contribute to meeting these challenges by addressing essential open questions in Value Chain Management, in particular:

- How to manage the shift from self-interest of stakeholders to customer perceived value and sustainable economic development of all relevant partners; how to measure value chain performance and how to share the reward among the partners.
- How to coordinate, control and monitor networks, actors and processes including aspects of volatility, risk, complexity, hyper competition and the pace of market change.
- How the decision making process works in a network which bears in mind the interplay of individual behavioral aspects.

## CALL FOR PAPERS

The Value Chain Management (VCM) Conference presents scientific insights relevant to management as well as their translation into the practice of management. The conference focus is on the demand chain i.e. sales, production, purchasing, logistics, performance measurement and customer value management. Analytical and conceptual articles are welcome as well as empirical studies showing multidisciplinary and intercultural approaches towards solving relevant open problems.

The main topic of the first conference on Value Chain Management is “**Modelling Value**”. Authors are encouraged to prepare and to submit papers to the following streams:

- Searching for Value
- Value Chain Models – Focusing on Future Real World Applications

## Conference Streams

### Stream 1: Searching for Value

How to manage the shift from self-interest of stakeholders to customer perceived value and sustainable economic development of all relevant partners. Furthermore, how to measure value chain performance and how to share the reward among the partners.

Particular interests are:

- Immediate and sustainable customer perceived value
- Performance measurement
- Added value in the value chain
- Distribution of cost and profit, balancing cash and value
- Communication of value

### Stream 2: Value Chain Models – Focusing on Future Real World Applications

How to coordinate, control and monitor networks, actors and processes including aspects of volatility, risk, complexity, hyper competition and the pace of market change.

Particular interests are:

- Modelling the information, decisions, product, money and customer perceived value flow in the value chain
- The anatomy of the value chain and flexible networks
- New approaches to cope with volatility, uncertainty, complexity, hyper competition and speed

In addition the decision making process in a network which bears in mind the interplay of individual behavioural aspects as well as the utilization of information and communication technology can be addressed.

## Key Dates

We kindly ask you to complete conference registration, extended abstract and full paper submission online at our website [www.vcm-conference.com](http://www.vcm-conference.com). You can also find information concerning conference fees and methods of payment there.

November 1 <sup>st</sup> , 2010:	Submission deadline extended abstract (limited to 5,000 characters with spaces)
November 15 <sup>th</sup> , 2010:	Notification of abstract acceptance
January 15 <sup>th</sup> , 2011:	Early Bird registration deadline
January 15 <sup>th</sup> , 2011:	Full paper submission deadline ( <b>mandatory</b> : acceptance of abstract is required)
Two months review process <b>with ongoing iterations</b>	
March 15 <sup>th</sup> , 2011:	Notification of full paper acceptance
April 15 <sup>th</sup> , 2011:	Registration deadline Deadline for submission of power-point presentations

## CALL FOR ABSTRACTS

### Instructions for Writing a Structured Extended Abstract

The extended abstract must be submitted electronically via our website [www.vcm-conference.com](http://www.vcm-conference.com). The extended abstract should not exceed 5,000 characters (spaces included). The extended abstract is checked against the editorial policy (available in our "Download Center") and the biennial topic.

#### Write the Extended Abstract

There are three headings which are obligatory (Purpose, Methodology, Findings). Write concisely and clearly. The extended abstract should reflect only what appears in the original paper.

##### *Purpose of this Paper*

What are the reason(s) for writing the paper or the aims of the research?

##### *Methodology/Approach/Design*

How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

##### *Findings*

What expectations do you have regarding your findings during the course of the work? This will refer to analysis, discussion or results. Which outcomes and implications for practice, applications and consequences are identified?

#### Submit the Abstract

We are going to enable on-line submission of extended abstracts and full papers, please visit our [website](#). Note the corresponding author should be the one to upload the abstract and paper.

Papers and abstracts will only be accepted for review on the condition that the manuscript has not been copyrighted, published, presented or accepted for publication in any form or presented or accepted for presentation at any conference and is not currently under review for any of the above.

Authors must intend to register for, and attend, the VCM Conference to present the paper if it is accepted.

#### Downloads

Please visit our "Download Center" for templates (Springer Word Template, Scoring Scheme) and up-to-date information.

Regarding the extended abstract the following editorial decisions are possible:

- Acceptance for submission of the full paper
- Rejection

## Author Guidelines for the Full Paper

The Springer Word Template (see our "[Download Center](#)") and the predefined formatting requirements for paper contribution must be used. The full article should not exceed 20 pages.

All abstracts and manuscripts must be submitted electronically via our website. The article is checked against the editorial policy and the biennial topic. A double blind review is applied.

Take care to ensure double blind compatibility, which means the applicant sending **two separate documents**:

- First Document: no author's name on full article, no indirect link to the author, no acknowledgements
- Second Document: first page of the proposal with full details of the author
- Make sure to submit both documents *at the same time*.
  
- Author's name, institution and acknowledgments will be added after acceptance for inclusion in the publication.

The following editorial decisions are possible:

- Acceptance for publication in Springer Proceedings on Value Chain Management, publication in the Pre-Proceedings and for presentation at the conference
- Acceptance for publication in the Pre-Proceedings and presentation at the conference  
If the author is not satisfied with this decision, a resubmission to Springer Proceedings is possible (an author's statement on all remarks of the reviewers and an improved article is required for resubmission)
- Revision with possible resubmission (an author's statement on all remarks of the reviewers and an improved article is required for resubmission)
- Rejection

The Springer Proceedings on Value Chain Management are finalized after the conference and will be issued in November 2011. For the Springer Proceedings on Value Chain Management a listing in EBSCO, JEL, EconLit, Repec and an inclusion in the Conference Proceedings Citation Index of ISI will be prepared.

At the conference all presentations are available on a USB flash drive and as Pre-Proceedings. After the conference the article which has been recommended as Springer proceedings can be revised within two weeks if the discussion process advises this.

## Key Note and Presentation of the Papers

**Key note speeches** will take 45 minutes and 15 minutes are scheduled for discussion. All other **presentations** take 30 minutes with 15 minutes of ensuing discussion. For every lecture **discussion panel member** (please note that authors also act as discussion panel members) are selected by invitation of the editorial board. This person is nominated to summarize the speech, to criticize, to formulate first questions, to address further research questions and to moderate the discussion. The discussion panel members are invited by the Editorial Board. The presentation and article to be discussed is sent two week before the conference to the chosen discussion panel member.

## Additional Information

### Topic Selection

The selection of the conference topic will take place once every two years. The topic will be selected on the basis of the Delphi method by members of both the Editorial and the Scientific Board.

### Venue & Accommodation

The conference will be held at the Upper Austria University of Applied Sciences, School of Management in Steyr. The city of Steyr has a long history as an industrial and manufacturing center and has one of the best preserved medieval towns in Austria. The location of the city is directly at the confluence of the rivers Enns and Steyr, which makes Steyr a particularly picturesque place.

For detailed information about accommodation please refer to [www.vcm-conference.com](http://www.vcm-conference.com).

### Social Programme

Attendees have the opportunity to participate in a comprehensive programme of events:

- BMW Motors company visit
- Evening sightseeing tour with a medieval night watchman
- Pre-Opening event with traditional Austrian cuisine
- International fair with students from all around the world, with information about their native countries and national dishes
- Dinner in a fine restaurant

### Contact VCM

Access all information and required files at [www.vcm-conference.com](http://www.vcm-conference.com).

If you have any enquiries do not hesitate to contact the conference team at the following email address: [vcm@fh-steyr.at](mailto:vcm@fh-steyr.at).

## PROGRAMME COMMITTEE

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### Conference Organising Team

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Barbara MAYR and Bernadette FLEISCHANDERL (local organisation, marketing, social programme)

Michaela LECHNER (supervision of the review process, networking activities)

Sophie WIESINGER (publication procedure, networking activities)