



CALL FOR PARTICIPATIONS & PAPERS

The 2nd International Conference on Systematic Innovation (ICSI) & AITRI Innovation Week

May 26-28, 2011, Min Hang Campus, Shanghai Jiao Tong University, Shanghai, P.R.C.

Web: <http://www.icsi-conf.org/>

Sponsored by The Society of Systematic Innovation

Hosts: University of Cincinnati, and China Institute of Innovation

The 2nd International Conference on Systematic Innovation (ICSI) will gather researchers, industrial practitioners, and students to share theoretical and technological advances in Systematic Innovation (SI) which include product and service innovation and systematic innovation tools and techniques. The conference will contain plenary speeches/tutorials by world renowned SI researchers/practitioners and technical sessions. Research papers and applied case studies are all welcome.

Authors of selected papers will be invited to submit an extended version of their work for review and potential publications in the *Journal of Intelligent Manufacturing (SCI-indexed)*, the *International Journal of Systematic Innovation*, and the *TRIZ Journal*. Please see the conference web site for the paper selection process. Optional post or pre conference tours paid by participants will be available. The conference official language is English. **First 40 paid international registrants will be offered a one-day free scenic tour of Greater Shanghai.**

LOCATION

The conference will be held in **Shanghai Jiao Tong University (SJTU Minhang Campus)** - home to a beautiful campus occupying an area of more than two hundred hectares in total, and possessing advanced teaching and research equipment and facilities. In this new century, SJTU has formulated a grand blueprint for future development and is determined to make continued efforts build itself into a first class university in the world. The university is located in the heart of Shanghai, the largest city in china, and one of the largest metropolitan areas in the world. The city is a tourist destination renowned for its historical landmarks, its modern and ever-expanding skyline, and its new reputation as a cosmopolitan center of culture and design. Today, Shanghai is the largest center commerce and finance in China, and has been described the "showcase" of the world's fastest-growing major economy.



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TOPICS OF INTEREST (TRACKS)

Topics of interest (tracks) include, but are not limited to:

Systematic Product and Service Innovation: Strategic & Business Aspects

1. Identification of Opportunities, Issues, and Unmet Needs in Product and Service Innovation
2. Innovative Business Models for Product-Service System Design
3. Systematic Strategies or Tools for Product-to-Service Transformation, Service Business, and Trends.

Systematic Product and Service Innovation: *Qualitative/Quantitative Tools and Techniques*

4. TRIZ Tools



- a. Development of TRIZ-based theories and tools.
- b. TRIZ-based opportunity identification and problem solving cases.
- 5. Biologically-inspired or nature-inspired Systematic Innovation
- 6. Theories & Applications of Innovative Product/Process/System Designs
- 7. Theories / Applications in Lateral Thinking / Vertical Thinking / 6 Thinking Hats/ Neural Linguistic Programming, related to Systematic Innovation.
- 8. Supporting Tools for Innovation Processes (ex. Dominant Innovation Tools and Techniques, Axiomatic Design, VA/VE, 6 Sigma, QFD, Patent Management, etc.)
- 9. E-enabled and Infotronics Technologies for Service Business Design

ABSTRACT/FULL PAPER SUBMISSION

- Identify your preferences in the technical area(s) of interest listed above (tracks) in order to assist us in arranging your presentation at an appropriate session.
- Submit either a 1-page abstract or an extended abstract of 2-3 pages to include contributions and **main ideas** sufficient for preliminary evaluation. Include the following details in your extended abstract/full paper: Title, Name of Author(s), Affiliation(s), and full address of the corresponding author, including E-mail address, phone, and fax numbers. **1-page short abstracts are acceptable. Extended abstracts are encouraged for better evaluation.**

CALL FOR SPECIAL SESSIONS & TUTORIALS

Authors are encouraged to organize special sessions or tutorials in the topics relevant to the Conference. Interested session organizers are requested to submit proposals, include the title for the session, title of articles, and a list of participating authors and their affiliations, to the Conference Committee at icsi2011@systematic-innovation.org.

IMPORTANT DEADLINES:

- **Paper Abstracts and Proposals for Workshops & Special Sessions** **March 31, 2011**
- **Notification of Paper Acceptance** **April 15, 2011**
- **Full Papers due for Publication in Proceedings** **April 30, 2011**
- **Author/Participant Registration due** **April 30, 2011**

REGISTRATION FEES

	Regular (After May 1, 2011)	Early (Before April 30, 2011)	Banquet
Authors	US\$ 450	US\$ 400	Included
Non-Authors	US\$ 500	US\$ 450	Included
Students	US\$ 200	US\$ 150	Included

CONFERENCE CHAIRS

JAY LEE, D.Sc., General Chair; Ohio Eminent Scholar and L.W. Scott Alter Chair; Professor, School of Dynamic Systems; University of Cincinnati, Ohio, USA.

D. DANIEL SHEU, Ph.D., General Co-Chair, President, The Society of Systematic Innovation; Professor, Dept. of Industrial Engineering & Engineering Management, National Tsing Hua University, Taiwan.

RUNHA TAN, Ph.D., Program Chair, Vice President, Hebei University of Technology, Hebei, P.R.C.

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For all inquiries, please e-mail: icsi2011@systematic-innovation.org Web: <http://www.icsi-conf.org/>