Call for Manuscripts for -

Case-book of Innovation Management

An Edited Book

ISBN :____ ___ ___

Having Real-Life Stories of Technology-Innovation Management

By the Invited Practitioners

Initiative of:

CIM-Study-Circle
COUNCIL OF INNOVATION MANAGEMENT
https://innovationmanagement.in

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1. Introduction

A rich repository of real-world case histories is vital for understanding the complexities of innovation management and for developing robust frameworks to support innovation journeys. Interactions with scientists, incubator professionals, startup founders, and government facilitators across India have revealed significant gaps in how innovation and commercialization are understood, executed, and scaled.

To address these gaps, the CIM-Study-Circle invites manuscripts for an edited volume, **Casebook of Innovation Management**. This compilation will feature diverse, grounded experiences in managing technological innovations across domains and stages, creating a practice-oriented resource for the innovation ecosystem. The case history of success and failure, both are welcome.

Following initial shortlisting, the editorial team will work with authors to refine manuscripts to publication standards. We encourage compelling, real-life stories with clear lessons learned, and CIM will assist in shaping them into the relevant format.

2. Scope and Thematic Framing

We are looking for real-life case histories that demonstrate management practices and decision-making across various stages of technological innovation—from ideation to market readiness. We welcome case-histories involving:

- Translational research and commercialization journeys
- Governance and operation of incubation centers
- Startup creation and entrepreneurship development
- Industry-academia collaborations
- Funding and resource mobilization
- IPR management and technology transfer
- Regulatory navigation

To give a better clue to the authors, the following list is provided, which is only indicative, and not exhaustive -

Translational Research & Productization

- Need-gap identification and opportunity mapping
- Formulation of problem statements for tech development
- Lab-to-market pathways
- Design validation and technology readiness levels (TRL)
- Integration of user feedback during prototyping
- Team-building for multi-disciplinary works
- Development of Platform Technologies

IPR, Licensing & Tech Transfer

- Patent filing strategies and challenges
- Licensing negotiations and royalty structures
- Spin-off creation from public research organizations
- Cross-border or institutional tech transfer case studies

Innovation Governance & Incubation Management

- Structuring and scaling Technology Business Incubators (TBIs)
- Managing public-funded innovation programs
- Case studies of incubator–startup engagement
- Monitoring and evaluation of incubated projects
- Conduction of Innovation Challenges/ Hackathons
- Mentorship Models

Innovation Financing

- Bootstrapping, angel, seed, and grant funding experiences
- Negotiating terms with early-stage investors
- Government schemes (BIRAC, NIDHI, MeitY, etc.)—implementation stories
- Financial due diligence and fund disbursement bottlenecks

academia–Industry Linkages

- Sponsored research and consultancy leading to innovation
- Joint product development (PoC, MVP)
- Models of tech licensing from academic labs
- Faculty entrepreneurship or dual-role researchers

Tech Commercialization & Manufacturing

- Pilot production and scale-up challenges (e.g., prototyping, tooling)
- Role of MSMEs in contract manufacturing
- Regulatory clearances (CDSCO, BIS, FSSAI, etc.) as hurdles or enablers
- Supply chain issues in deep-tech/hardware innovation

Market Access & Go-to-Market Strategy

- Early customer acquisition
- Pricing, packaging, positioning of tech innovations
- B2B vs B2C strategy shifts
- Pivoting due to market feedback or technical limitations

Managing Setbacks & Failures

- Case studies of halted or failed innovation attempts
- Lessons from regulatory rejection, funding failure, or tech infeasibility
- Internal decision-making during product pivot or withdrawal

3. Process Flow

a. Receipt of manuscripts
b. Primary shortlisting
c. Editorial feedback for improvements
d. Resubmission of revised drafts
e. Final evaluation by Editorial Committee
f. Collection of high-resolution visuals and declarations
g. Final publication

Multiple Submissions:

You may submit more than one case. Each should be in a separate file.

The final evaluation and editorial review will be conducted by an Editorial Board comprising of ***prominent figures from the innovation management ecosystem***

4. Chapter Format and Submission Guidelines

4.1 Chapter Structure:

Each selected manuscript will be published as a chapter (1500- 3000 words) in the casebook.

4.2 Guide to Authors

Submission should content following components

- **Title** – Up to 20 words
- **Abstract** – Max 100 words
- **Place & Time** – Contextual details of the case
- **Actors Involved** – Key people/organizations (brief)
- **Main Story** – Factual narrative with relevant milestones and decisions : 1500–2500 words
- **Images**: Submit separately in JPEG/PNG format; indicate placement
- **Discussion & Author's Inferences** – Reflections and takeaways (up to 500 words)
- **References**: if applicable
- **Acknowledgements** if any
- **Authors' Brief-Biodata and contribution**
- **Declaration (to be submitted later before publication)**
    - All facts are accurate to the best of your knowledge
    - No breach of confidentiality
    - Authors accept responsibility for contents; CIM is indemnified
    - Declaration of copyright submission

4.3 File Naming:

File Name must have following pattern:
AuthorSurname_CaseTitle.docx (e.g., Rao_IPRCase.docx)

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Partha Paul
Coordinator
CIM-Study-Circle
Council of Innovation Management