The 11ᵗʰ MATRIZ Conference
"TRIZ*fest*-2015"
September 10-12, 2015. Seoul, South Korea

FIRST CALL FOR PAPERS

The 11th MATRIZ Conference "TRIZfest-2015" is organized by the International TRIZ Association (MATRIZ) and is supported by the Korean Standards Association (KSA). It will be held in Seoul, South Korea on September 10-12, 2015 with a pre-conference day on September 9, 2015.

This conference addresses a range of critically important themes relating to TRIZ today. It is a place to present new results, ideas and insights and engage to numerous discussions on subjects presented and beyond. The conference is a cross-disciplinary forum which brings together researchers, consultants, teachers and practitioners to discuss the nature and future of TRIZ. The resulting conversations cover a broad range of theoretical, empirical, research, application, educational and practical topics.

The event will provide a number of pre-conference tutorials and round tables and its last day will be allocated to defence of theses for a certification on Level 5 of MATRIZ certification system (TRIZ Master) and MATRIZ Congress.

CONFERENCE TOPICS

On behalf of the Program Committee, we invite you to submit one or two papers as the first author on the following topics:

- Research and development of TRIZ theories and methods.
- Development of TRIZ tools for practical applications.
- Applications of TRIZ in science, engineering, business, and social environments.
- Innovation process with TRIZ.
- TRIZ-based pedagogy, education and training.
- Case studies with TRIZ.
- Integration of TRIZ with other process, design, and innovation management methodologies.

We also invite papers on the systematic creativity, methods for automated inventing, and innovation management in the dialog with TRIZ or any other topic related to TRIZ.

The conference papers and presentations should present new results and insights within one of the following directions:

- Research: Accomplished substantial research results of an empirical or theoretical nature or work-in-progress where authors desire and are willing to contribute extra feedback.
- Development of Methods and Tools: Presentation of new methods and tools or novel contributions to the improvement of existing TRIZ methods and tools for practical use.
- Case Studies: Cases of successful application of TRIZ and TRIZ-related methods and tools with proven results.
- Best Practices: Substantial demonstrations of significant successful business practices, applications, and insights.

IMPORTANT DATES:

- The deadline for submitting paper: March 30, 2015;
- Notification of paper acceptance: May 30, 2015;
- The deadline for submitting final paper: July 1, 2015.
- Pre-conference day: September 9, 2015
- Papers presentation: September 10-12, 2015

WHAT TO SUBMIT

Your paper should be at least **four** pages and do not exceed **eight** pages. Each paper must include the following:

- Paper Title.
- Names of authors and co-authors, their current affiliation.
- Abstract.
- Main text.
- List of references.
- E-mail address of a communicating author or a co-author.

The following information must be submitted at a separate page: Contact Information of all authors and co-authors: full name, company/organization, e-mail address, phone number, mailing address.

Only two submission per author are permitted. There is no limit on co-authoring or co-presenting. All files should be submitted to trizfest@triz-event.com by the respective deadline date.

The papers will be published by the first conference day in a conference proceedings volume including ISSN and ISBN numbers.

PAPER LAYOUT

Your paper must follow the paper layout developed for the conference. A paper submitted with a layout different from the official conference layout will not be reviewed.

The files with the paper layout (.doc and .pdf stored in .zip archive) are available at www.matriz.org or can be downloaded from: www.triz-event.com/TRIZFest2015PaperTemplate.zip

REVIEWING INFORMATION

All papers will be evaluated for acceptance to the conference. All papers will be double-blind reviewed, independently of papers topics. The research papers reviewing committee will be composed of the experts with strong academic experience, the practitioners committee will consist of experts with distinguished practical experience of using TRIZ and Systematic Innovation in industry and business.

Only those papers will be included to the conference proceedings whose authors would timely pay the conference registration fee.

OFFICIAL LANGUAGE

The official language of the conference is English. All papers must be submitted in English.

PROGRAM COMMITTEE

Conference Chair:

Dr. Mark Barkan, TRIZ Master. The International TRIZ Association MATRIZ.

Program Committee Co-chairs:

- Valeri Souchkov, TRIZ Master. ICG T&C, University of Twente, TiasNimbas Business School, The Netherlands.
- Prof. Dr. Tuomo Kässi, University of Lappeenranta, Finland.

Organizing Committee:

- Dr. Yury Fedosov, TRIZ Master: Treasurer.
- Dr. Simon Litvin, TRIZ Master: Chairman of the Dissertation Council.

PAPER REVIEW COMMITTEE

To be announced.

CONFERENCE FEES

- Participation fee, conference only: US$ 225;
- Social activities, cocktail party and gala dinner: US$ 275.
- Total fee, all included: US$ 500

FURTHER INFORMATION

For new information, please check www.matriz.org and www.triz-event.com

For questions, please contact us at trizfest@triz-event.com or Dr. Mark Barkan at mbarkan@matriz.org for general questions or Valeri Souchkov at valeri@xtriz.com for questions related to the conference papers and reviewing.

We will provide further information as it develops.