



# **WELCOME TO TRIZfest-2015**

## **The main theme – Theories and Applications**



### **CALL FOR PAPERS**

The 11th International MATRIZ Conference “TRIZfest-2015” is organized by the International TRIZ Association (MATRIZ) and is supported by the Korean Standards Association (KSA), Product Development and Management Association of Korea (PDMA Korea), and RnBD Partners. It will be held in Seoul, South Korea on September 10-12, 2015 with a pre-conference tutorials 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, to network 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 master classes on September 9, and its last day will be allocated to defense 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.
- Best business practices with TRIZ.

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.
- *Best Practices*: Substantial demonstrations of significant successful business practices, applications, and insights.
- *Case Studies*: Cases of successful application of TRIZ and TRIZ-related methods and tools with proven results.

## IMPORTANT DATES:

- The deadline for submitting paper for evaluation: March 30, 2015.
- Notification of paper acceptance: May 30, 2015.
- The deadline for submitting final paper: July 1, 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](mailto:trizfest@triz-event.com) by the respective deadline date.

## **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) can be downloaded from [www.triz-event.com/TRIZFest2015PaperTemplate.zip](http://www.triz-event.com/TRIZFest2015PaperTemplate.zip) or from [www.matriz.org](http://www.matriz.org)

## **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.

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

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. At the present, we plan for some activities to be served with English/Korean/English synchronous translation.

## **PROGRAM COMMITTEE**

Conference Chair:

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

Program Committee Co-chairs:

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

Organizing Committee:

- Mr. Jewhan Yoon, KSA – *TRIZfest-2015* representative in South Korea
- Mr. Soo Shin, RnBD & PDMS-Korea – *TRIZfest-2015* representative in South Korea
- Dr. Yury Fedosov, TRIZ Master: Treasurer.
- Dr. Simon Litvin, TRIZ Master: Chairman of the Dissertation Council.

## **PAPER REVIEW COMMITTEE**

- Robert Adunka, Germany
- Dmitry Bakhturin, Russia
- Iouri Belski, Australia
- Nicolai Bogatyrev, UK

- Bohuslav Busov, Czech Republic
- Marco Carvalho, Brasil
- Christoph Dobrusskin, The Netherlands
- Ellen Domb, USA
- Kalle Elfvengren, Finland
- Victor Fey, USA
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- Kai Hiltmann, Germany
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- Tuomo Kassi, Finland
- Karl Koltze, Germany
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- Kyeongwon Lee, South Korea
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- Daniele Regazzoni, Italy
- Asko Riitahuhta, Finland
- Manabu Sawaguchi, Japan
- Daniel Sheu, Taiwan
- Pascal Sire, France
- Valeri Souchkov, Netherlands
- Christian Thurnes, Germany
- Tom Vaneker, The Netherlands
- Hongyul Yoon, South Korea
- Alla Zussman, USA

## **CONFERENCE FEES**

- Participation fee, conference only: US\$ 225 (discount of US\$ 50 is provided to students)
- 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](http://www.matriz.org) and [www.triz-event.com](http://www.triz-event.com)

For questions, please contact us at [trizfest@triz-event.com](mailto:trizfest@triz-event.com) or directly Dr. Mark Barkan at [mbarkan@matriz.org](mailto:mbarkan@matriz.org) for general questions or Mr. Valeri Souchkov at [valeri@xtriz.com](mailto:valeri@xtriz.com) for questions related to conference papers and reviewing.

We will provide further information as it develops.

Please visit our websites for more info as it becomes available.

TRIZfest-2015 organizing committee.

