

CALL FOR PAPERS
8th Global Conference on Creating Value
Value Creation in a World of Transforming Ecosystems
Imperial College London, UK
November 19-20, 2025

Co-chaired by **Gautam Mahajan** and **James Barlow**, the Global Conference on Creating Value returns for its 8th edition in the dynamic city of London, a global hub of innovation, finance, and culture. This year's theme, "**Value Creation in a World of Transforming Ecosystems**," challenges us to explore how we create meaningful, sustainable value.

As ecosystems – technological, ecological, economic, and social – continue to evolve at an unprecedented pace, the definition and mechanisms of value creation must also adapt. We invite scholars, practitioners, and thought leaders to submit papers that explore strategies for creating value.

The conference welcomes conceptual, empirical, and practice-based contributions on (but not limited to) the following **topics**:

- ◆ Cross-cutting issues in value creation
- ◆ Value creation in public and not-for-profit ecosystems
- ◆ Teaching and learning value creation
- ◆ Practical tools and frameworks for measuring impact
- ◆ Creating value beyond ESG
- ◆ Cultural ecosystems and the co-creation of symbolic value
- ◆ Creating value in contemporary economic systems
- ◆ New economic models for value creation
- ◆ The future of work and economic value
- ◆ Cultural institutions as ecosystems of value
- ◆ Cultural value in times of transformation
- ◆ Creating sustainable value across ecosystems
- ◆ Measuring the impact of sustainable value creation
- ◆ Digital transformation as a driver of value creation
- ◆ Value creation in the age of AI and Data
- ◆ Challenges in measuring digital value

Paper submissions & key information

For all paper-related inquiries and submissions, please contact:

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Paper Session Chair
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Submission guidelines

Authors are invited to submit their proposals (**up to 500 words**) to:

gccv.conference@gmail.com

Accepted papers will be published in the official conference proceedings at

www.creatingvalue.co

Important dates

Submission deadline: July 30, 2025

Notification of acceptance: August 30, 2025

Conference dates: November 19-20, 2025

Venue

Imperial College London, UK.