FUTURES

Special Issue:

Exploring Future Business Visions Using Creative Fictional Prototypes

Edited: Dr. Gary Graham, Leeds University Business School
        Prof. Vic Callaghan, Essex University School of Computer Science and
        Electronic Engineering
        Dr. Anita Greenhill, Manchester Business School

Call for Papers

Although the guest editors share the premise of legendary Science Fiction (SF) writer Isaac
Asimov (In Joy Still Felt, 1980, Doubleday) that predicting the future is a losing game, Brian
David Johnson’s books (Science Fiction Prototyping: Designing the Future with Science
Fiction¹ (Morgan & Claypool, 2011)) & Screen Futures (Intel Press, 2010) offer a revised
vision of the future of management theory/practice in which fictional creations shape
tomorrow’s world of technological innovation. Johnson introduced the concept of science
fiction prototyping in CS’10 “The 1st International Workshop on Creative Science: Science
Fiction Prototyping for Engineering and Product Innovation” (Kuala Lumpur, 19 July 2010).
The SF prototyping process creates science fiction based on science fact with two main goals.
First SF prototypes advance the development of business by envisioning the impact of future
science or technology on people, culture and wider systems. The second goal of SF
prototypes is to offer a possible management vision for the future that is based on science and
reason. This idea of creating art from science (and vice versa) is not new to the Futures
readership, but there is a need for management theorists to begin directing their intellectual
focus away from predicting the future and to start developing business visions for all our
futures. Therefore the purpose of this special issue is to invite high quality papers which
explore the use of fictional creations to motivate and direct research into new business visions
and applications (e.g. new products, designs, concepts, identities, brands, business models,
value chains, strategic environments and lifestyles). In particular we call for science fiction
prototyping articles which first, develop a fictional short story or a series of short vignettes
based on an existing business concept(s) and second, present future theoretical propositions
and applications. Some examples of Science-Fiction Prototypes (mainly from the science and
engineering domain) can be found at www.creative-science.org. It is our intention that the
peer-reviewed SFPs published in this special issue of Futures will consist of futuristic
scenarios written by authors drawn from a diverse set of disciplines including: business,
architecture, humanities, creative arts, media production (films & games) plus science and
engineering. We aim to make the special issue a central imaginative interdisciplinary facility
in exploring potential managerial futures.

¹ Refer to the Graham forthcoming review in the Times Higher Education Supplement, August 12, 2011.
Topics:

We welcome contributions from a diverse set of disciplines ranging, for example, from business, through humanities to the sciences. Our only proviso is that the stories should have an obvious connection between the subject matter and how it shapes future business models. We are less interested in evolutionary changes and more interested in ideas than may radically transform the business vista. However, that said, we also are looking for stories that are plausible, and grounded in rationality.

Submission guidelines:

Deadline for submission: 29th February 2012.

Please email your submissions to g.graham@leeds.ac.uk; vic@essex.ac.uk; a.greenhill@mbs.ac.uk

Clearly mark on your email subject “FUTURES SUBMISSION”

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