



ST_06-04 Open Innovation

SIG Innovation SIG

Web Address <http://www.euram-online.org/conference/2017/>

Short Description The track aims to stimulate a discussion on the latest research insights in open innovation, especially with respect to perspectives, methods, tools, competencies and setting-specific solutions.

Long Description During the previous years, the interest in open innovation from academia and practice has been growing continuously. Within the open innovation framework, companies transfer knowledge they cannot leverage internally to the outside and use the knowledge produced by externals to advance their technologies and generate innovations internally. The fundamental principle of open innovation is simple in theory. For many organizations, however, the journey toward open innovation is difficult. Activities such as internal and external knowledge exploitation and exploration call for different capabilities and solutions that organizations should build in order to be successful in their open innovation endeavors.



Open innovation should not be an end in itself; it is only a means to increase innovativeness and performance. To gain more insights into the benefits and challenges of open innovation, empirical studies and conceptual considerations are needed, not only in the compelling evidence of companies that have been practicing open innovation successfully. Papers including different theoretical perspectives, different (combinations of) methods, and investigations of different situations and settings should provide further developments in the field as well as identify “blind spots”. The topics of interest include:

- **Multiple perspectives and degrees of open innovation:**
We look for studies and conceptual works which focus on the micro-foundations, such as skills, knowledge, trust, motivation, and other individual prerequisites for cooperation and competition. Equally, studies

focusing on phenomena at the meso and macro-level, e.g. on open strategies and open business models, dynamic capabilities, culture, governance, alternative IP regimes, structural and procedural factors, including the investigation of distinct open innovation practices are welcome.

- **Studying open innovation with different methodological approaches:**
Besides case studies and quantitative datasets, we look for multi-method approaches, design-oriented works, and in particular methods that make use of new technologies for gathering and analyzing data, such as big data based papers or studies using mobile or virtual ethnographic methods.
- **Open innovation in different settings:**
This track reflects recent calls for more studies on open innovation in SMEs, on the project level, in the service sector, in multinational setups, and in higher education institutions. It also includes studies which highlight peculiarities of open innovation in real and virtual social spaces. In particular, studies which investigate the links between human behavior and collaboration technologies, e.g. in the form of socio-technical systems are welcome.
We hope to attract studies from a wide range of geographic spaces (countries, territories, clusters, ecosystem, etc.) as well as real and virtual collaborative spaces (projects, communities, social networks, etc.);
- **Future development of open innovation concept :**
After more than a decade of research in open innovation, we hope to see more works on the boundaries and development of this concept of this concept as well as studies which look beyond this paradigm by developing a vision of what could be next.

Generally the track is organized as a **competitive track**. However, in order to encourage the submission of ongoing research, we welcome papers for **one** dedicated **developmental session** (please indicate with “developmental paper” on the cover page).

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Keywords	Open innovation	User innovation	Collaborative innovation
	Open source	Intellectual Property	Ethnography
	Design-oriented	Virtual collaboration	OI Practices
	Open strategy	Open business model	OI capabilities