

OPEN INNOVATION

Track co-organizers:

Ellen Enkel

Competence Center Open Innovation, University of St.Gallen (HSG), Institute of Technology Management, Dufourstr. 40a, CH-9000 St. Gallen / Switzerland, Phone: ++41 71 224 7222, Fax: ++41 71 224 7301, ellen.enkel@unisg.ch

Oliver Gassmann

Competence Center Open Innovation, University of St.Gallen (HSG), Institute of Technology Management, Dufourstr. 40a, CH-9000 St. Gallen / Switzerland, Phone: ++41 71 224 7222, Fax: ++41 71 224 7301, oliver.gassmann@unisg.ch

Wim Vanhaverbeke

Hasselt University & Eindhoven University of Technology, Faculty of Technology Management, TEMA 0.37, P.O. Box 513, 5600 MB Eindhoven, The Netherlands, tel +31 40 247 2170, fax +31 40 246 8054, w.p.m.vanhaverbeke@tm.tue.nl

Vareska van de Vrande

Eindhoven University of Technology, Faculty of Technology Management, TEMA 0.37, P.O. Box 513, 5600 MB Eindhoven, The Netherlands, tel +31 40 247 2170, fax +31 40 246 8054, v.j.a.v.d.vrande@tm.tue.nl

Background

Due to the rapidly increasing speed of technological changes, technology-based new business development can no longer be achieved through internal corporate venturing only (McGrath and MacMillan, 2000). External corporate venturing has therefore become a more crucial part of companies' long-term growth strategy (Keil, 2002; Chesbrough 2003). A systematic scanning of the available technologies and ideas inside the company as well as in the environment (e.g. technology and market scouting, consultants, customers, exhibitions, universities, patent inspection) is becoming a strategically important activity, because of the increasing technological complexity of products and the business opportunities related to emerging technologies. Chesbrough (2003) coined the term 'open innovation' to indicate how large companies combine externally and internally developed technologies in a flexible way to develop new businesses. Since then, there has been an increased awareness and interest of both practitioners and researchers into the concept of open innovation- (e.g. Laursen and Salter, 2005; Chesbrough et al., 2006; *R&D Management, special issue, 2005*). Despite the growing efforts to explore open innovation concept practices and their impact on firms' innovation performance many questions remain answered.

In this track, we aim to attract papers that stimulate the ongoing debate on open innovation and advance our understanding of open innovation as a field of research. Submissions are invited from both practitioners and management researchers and they may be purely theoretical or based on empirical research.

Topics include, but are not limited to:

- The organization of open innovation practices inside the firm
- What are the processes and mechanisms through which internal innovation is commercialized outside the firm?
- How do external sources of innovation enter the firm?
- The added-value of open innovation practices for all parties involved
- How is cooperation with universities, research institutes, competitors, and/or consumers organized?
- Open source as an open innovation strategy
- IP management in a world of open innovation
- How do IP rights affect open innovation practices?
- What is the role of the government in stimulating open innovation?
- How much open innovation vs. closed innovation does a company needs?
- Industry and product specifics on open innovation impact
- Potentials of inter-organizational networks for open innovation
- Innovation controlling of open innovation activities (e.g. key performance indicators, controlling instruments)
- Company's capabilities to profit from open innovation
- How to link open innovation to capability building and corporate strategy processes?
- How to create and capture value in Open innovation?
- What is the role of business models, organization structure and corporate culture in developing efficient innovation practices?

Keywords:

Open innovation, collaborative innovation, innovative search, ...

About the Organizers:

Prof. Dr. *Oliver Gassmann* is professor for technology management at the University of St. Gallen and director at the Institute of Technology Management since 2002. Between 1996 and 2002 he worked for Schindler and led its Corporate Research as Vice President Technology Management. He has published 11 books as author, co-author and editor, and over 150 publications on management of innovation. In 1998 he won the RADMA prize for best paper in R&D management. His work has been published in English, German, French, Chinese, and Japanese.

Dr. *Ellen Enkel* is head of the competence center Open Innovation at the Institute of Technology Management (ITEM) at the University of St. Gallen (Switzerland). Her research interest focus on cooperative innovation processes and innovation networks within and across companies. Previously she has worked in the field of strategic management and information management as leader of the research center KnowledgeSource at the University of St. Gallen. She has received her PhD with summa cum laude on the topic of knowledge networking concepts at the University of Bielefeld (Germany) and has published 4 books and several articles in the area of innovation management.

Prof. Dr. *Wim Vanhaverbeke* is a Professor Strategy at the Limburg University Center (Belgium) in the Department of Business Studies and a research fellow at the Eindhoven Center for Innovation Studies of the Eindhoven University of Technology

(the Netherlands). Current research areas are: social capital, and external acquisitions of technological capabilities; alliance management; new business development and corporate venturing; and organizational transformations and learning. Wim is also a co-editor (with Henry Chesbrough and Joel West) of "*Open Innovation: Researching a New Paradigm*", a new book about the research challenges related to Open Innovation. Currently, Wim is developing a proposal for a new management book about "Open Innovation in Europe".

Ir. *Vareska van de Vrande* is a researcher at ECIS (Eindhoven Center for Innovation Studies) and currently pursuing a PhD in the department of Technology Management at the Eindhoven University of Technology. Her research project on open innovation focuses specifically on the use of different organizational forms for external technology sourcing, such as corporate venture capital investments, strategic alliances, joint ventures, and mergers and acquisitions. Vareska is also one of the founders of www.openinnovation.eu, the Open Innovation portal for Europe.

References

- Chesbrough, H. (2003), *Open Innovation: the new imperative for creating and profiting from technology*, Harvard Business School Press
- Chesbrough, H., Vanhaverbeke, W. en West, J., eds. (2006), *Open Innovation: Researching a New Paradigm*, Oxford University Press.
- Keil, T. (2002), *External Corporate Venturing*, Quorum Books.
- Laursen, K. and A. Salter (2006), 'Open for Innovation: The role of openness in explaining innovative performance among UK manufacturing firms', *Strategic Management Journal*, Vol. 27(2), pp 131-150.
- McGrath, R.G. and MacMillan, I.C. (2000), Assessing Technology Projects Using Real Options Reasoning, *Research Technology Management*, 43, 4, 35-49.
- R&D Management, *Opening up the Innovation Process*, Special Issue Open Innovation, June 2006