Pre-Conference Event - Wednesday, November 18

11:15am  **Google Executive Briefing:** At Google HQ - Lunch, Tour & Briefing. *Must register to attend*
**Speaker:** Mahesh Krishnaswamy: Head of Manufacturing, Google (x) Project Loon
**Topic:** Creating a Global Community - Uninterrupted Connectivity Worldwide

5:00pm  **Welcome Reception:** Portland Room (Sponsored by RocketSpace) *Must register to attend*

6:30pm  **Welcome Dinner:** Santa Barbara Room / Newport Beach Room *Must register to attend*
**Dinner Keynote:** John Stewart, Head of Silicon Valley Solutions, The Royal Bank of Scotland
**Topic:** Innovating and Open Collaboration in Silicon Valley and Beyond

Day 1 - Thursday, November 19

7:00am  **Registration & Full Breakfast:** Portland & Santa Barbara Rooms

8:00am  **Opening Plenary Session:** Grand Ballroom Salons A-C
**Welcome by Professor Henry Chesbrough**

8:30am  **Keynote Speaker:** Linda Bernardi, Chief Innovation Officer, Cloud & IoT, IBM
**Topic:** Disruptive Business Model Empowered by IoT
How Academic Business Researchers Can Help?

9:15am  **Panel Discussion:** Evaluating The Benefits & Perils of the Emerging IoT Ecosystem
Corporate Innovation Officers of: Cisco, IBM, Deloitte, & GE

10:00am  **Networking Break**

10:30am  **Parallel Sessions #1**

Salon A-C: **Practitioner Experience:** Organizational & Cultural Barriers – Moderator Prof. Chesbrough
**PFIZER** Sponsor: Debra Mangone, Senior Director of Worldwide Innovation
**PFIZER** is one of the top three pharma companies in the world by revenue. How might Pfizer Mainstream Open Innovation within its organization by sharing the value of using OI? How can the impact and results of the disparate OI projects be consistently quantified?
**Time Allocation:**
   a) Problem statement and expected objectives established by the session moderator - 5 min
   b) Q&A session conducted by the sponsor to provide clarity and focus to the problem - 15 min
   c) Table Discussions: Selected practitioners and academics engage @ 4 Tables - 30 min
   d) Recap by Table Reps: Recommendations presented by each table rep - 20 min
   e) Recap by Session Moderator/Sponsor - 10 min

Salon D: **Research Presentations on Open Innovation Practices**
**Modes of Open Innovation** (detail on page 5) – Moderator Dr. Marcel Bogers

Salon E: **Collaboration** (detail on page 5) – Moderator Dr. Sirkka Jarvenpaa

12:00pm  **Networking Lunch:** Portland, Santa Barbara & Newport Beach Rooms
1:30pm  **Parallel Sessions # 2**

**Salon A-C:** Practitioner Experience: IP Issues – Moderator Prof. Solomon Darwin  
HCL Technology Sponsor: Amit Varma, Chief Strategy Officer  

**HCL Technologies** is a global IT company experiencing rapid growth in the West. How could HCL encourage its employees to take advantage of its newly implemented Open Innovation Digital Platform for talent acquisition & retention to improve business effectiveness? How could incentives be aligned for employees to utilize this OI Platform?

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**Research Presentations on Open Innovation Practices**
- **Crowdsourcing** (detail on page 5) – Moderator Dr. Joel West  
- **Business Models** (detail on page 5) – Moderator Dr. Henry Chesbrough

3:00pm  **Networking Break**

3:30pm  **Parallel Sessions # 3**

**Salon A-C:** Practitioner Experience: Organizational & Cultural Barriers – Moderator Prof. Darwin  
SAP Sponsor: Claus von Riegen, Vice President, Office of the Chief Financial Officer  

**SAP:** is a German software firm with regional offices in 130 countries with 293,500 customers in 190 countries. What processes within SAP could simplify the introduction of new business models in an organization that is structured functionally with a centralized decision making process for new business initiatives?

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**Research Presentations on Open Innovation Practices**
- **Open Innovation Partners** (detail on page 5) – Moderator Dr. Ann Majchrzak  
- **Hitech Industries** (detail on page 5) – Moderator Dr. Dries Faems

5:00pm  **Open Innovation & Technological Singularity:** Grand Ballroom Salons A-C  
 Speakers: Dr. Jim Spohrer, IBM & Prof. Solomon Darwin - Exploration of future business models

6:00pm  **Closing Remarks:** Henry Chesbrough & Joel West

6:15pm  **Poster Sessions & Wine Reception:** Foyer (Grand Ballroom)  
Solving Problems at Poster Stations. Convener: Dr. Joel West

7:30pm  **Conference Dinner** Portland, Santa Barbara & Newport Beach Rooms  
Academic Awards (Best Student Paper & Best Emerging Scholar Paper): Dr. Bogers
Day 2 - Friday, November 20

7:30am  Networking Breakfast Buffet: Portland & Santa Barbara Rooms

8:30am  Opening Plenary Session: Grand Ballroom Salons A-C
Keynote Speaker: Sangita Reddy, Managing Director of Apollo Hospitals Group
Topic: Open Innovation within the Healthcare Ecosystems

9:15am  Panel Discussion: Open Innovation in Healthcare Across Ecosystems
1.  Apollo Hospitals Group, Sangita Reddy, Managing Director
2.  Stanford Healthcare, Amir Dan Rubin, President and CEO
3.  UnitedHealthcare - Andrew Sekel, CEO, OptumHealth, (TBD)
4.  Oration (Start-Up) - Pramod John, CEO and Co-Founder

10:00am Networking Break

10:30am  Parallel Sessions # 4
Salon A:  Practitioner Experience: Organizational Culture - Moderator Prof. Chesbrough
Optum United Healthcare Sponsor: Dr. William Bonfield, Chief Medical Officer

OPTUM is the world’s largest Healthcare platform. How do you conduct internal Open Innovation challenges with employees who are time constrained by other projects prioritized by their immediate managers? Suggest incentives to aligned OI Initiatives.

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Research Presentations on Open Innovation Practices
Salon D :
Open Innovation Practices (details on page 6) – Moderator Dr. Tim Minshall
Salon E :
Open Innovation in SMEs (details on page 6) – Moderator Dr. Sabine Brunswicker

12:00pm  Networking Lunch: Portland, Santa Barbara & Newport Beach Rooms Networking Lunch

1:30pm  Parallel Sessions # 5
Salon A:  Practitioner Experience: IP & R&D Issues – Moderator Prof. Chesbrough
Sponsor: Unnamed Large Complex Multinational

UNNAMED: What are the successful tools and strategies that a large multinational organization can undertake to move toward more open innovation in its external R&D collaborations? a) Identify areas within which to target true open innovation via external collaborations, whereby we publicly call for innovative technological solutions to unmet needs and identify the “safe havens” whereby we as a company can state our needs on a non-confidential basis without compromising our strategy or competitiveness; and b) Execute on new transformational collaborations by virtue of these activities.

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Research Presentations on Open Innovation Practices
Salon D :
Strategies & Capabilities of OI (details on page 6) – Moderator Dr. Marcel Bogers
Salon E :
Open Innovation Networks (details on page 6) – Moderator Dr. Joel West
Networking Break

Parallel Sessions # 6

**Practitioner Experience:** IP and R&D Issues – Moderator Prof. Solomon Darwin

1. NTT Sponsor: Kenji Takahashi, Vice President, Product Management Security
2. GIVAUDAN Sponsor: Tom Kirsch, R&D Director, Global Head of Implementation

**NTT** is one of the top 3 telecom companies in the world. How do you enable its customers to transform their businesses into digital business by using NTT platforms? How can open service innovation can be applied to platform development and deployment across geographical and organizational borders?

**GIVAUDAN** is the world largest manufacturer of flavors, fragrances and active cosmetic ingredients. Its flavor business is very regionally driven with emphasis on trade secrets as a means to manage IP resulting in a culture reluctant to share knowledge. What are best practices from a Science & Technology (R&D) point of view to engage other functions within the company towards consistent implementation of OI? How can top management best facilitate this implementation?

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**Research Presentations on Open Innovation Practices**

**Salon D :**
Challenges of Open Innovation (details on page 6) – Moderator Dr. Andy Zynga

**Salon E :**
Industry Perspectives (details on page 6) – Moderator Dr. John Ettlie

5:00pm  The Back-end of Open Innovation Process: Grand Ballroom Salons A-C
Professor Henry Chesbrough Discussion Leader
Discussants: Xerox, Baker Hughes and HCL

5:45pm  Berkeley-Haas Open Innovation Awards Sponsored by NineSigma
Convener : Solomon Darwin, Berkeley-Haas
Presenter: Andy Zynga, CEO, NineSigma
   a) Start-Up Disruption Award
   b) Business Model Transformation Award
   c) Leadership in Open Innovation Award

6:15pm  Closing Remarks: Henry Chesbrough & Joel West

6:30pm  Closing Dinner: Fujitsu Open Innovation Gateway, Santa Clara, CA. Transportation provided.
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<tr>
<th>Nov 19th</th>
<th>Salon</th>
<th>Session</th>
<th>Authors</th>
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<tr>
<td>10:30 AM</td>
<td>D</td>
<td>Modes of Open Innovation</td>
<td>Mehdi Bagherzadeh† and Sabine Brunswicker</td>
<td>Mix and Match: Preferred ‘Mix of Open Innovation Modes’ for Solving Innovation Problems</td>
<td>Marcel Bogers</td>
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<td>10:30 AM</td>
<td>E</td>
<td>Collaboration</td>
<td>Willem Posthouver and Dries Faems</td>
<td>Managing the Fuzzy Front-End of Open Innovation</td>
<td>Sirkka Jarvenpaa</td>
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<td>Vasiliki Baka</td>
<td>Using an Open Collaborative Platform to Facilitate Interactions Between Academia and Industry</td>
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<td>Bernadette Alexa Baumstark†</td>
<td>Creating Shared Value by Open Innovation: The Case of The Concept Car smart Forvision</td>
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<td>Shigemi Yoneyama, Sarah Lai Yin Cheah and Kazuma Edamura</td>
<td>How Open Should Innovation Be: Exploring the Balance Between Internal and External Technology Sourcing</td>
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<td>How to develop new growth engines through Open Innovation</td>
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<td>Open Innovation in SMEs</td>
<td>Cristina Marullo, Chiara De Marco, Alberto Di Minin and Andrea Piccaluga</td>
<td>The “Hidden” Costs of Open Innovation in SMEs: From Theory to Practice</td>
<td>Sabine Brunswicker</td>
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<td>Freerk Meulman††, Ksenia Podoynitsyna, Isabelle Reymen and Georges Romme</td>
<td>Searching for Partners in Open Innovation Settings: How to Overcome the Constraints of Local Search</td>
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<td>Katie Hyslop</td>
<td>Exploring the Network for SME Open Innovation: A Multiple Case Study</td>
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<td>Strategy &amp; Capabilities</td>
<td>Neil Kay, Nusa Fain and Beverly Wagner</td>
<td>Exploring Inside-In Open Innovation: A Case Study</td>
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<td>Elena Casprini, Alfredo De Massis, Alberto Di Minin, Federico Frattini and Andrea Piccaluga</td>
<td>Making Family-Driven Innovation Happen: Evidence from the Loccioni Case Study</td>
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<td>Old Dogs and a New Trick: Strategy Identification of the Leading Open Incumbent and Nascent Firms</td>
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<td>Open Innovation Networks</td>
<td>Myriam Cloodt, Fathiro Hutama Reksa Putra, George Romme and Michel van der Borgh</td>
<td>Value Creation within Campus-Based Ecosystems: Toward Evidence-Based Guidelines</td>
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<td>Successful and Sustainable Implementation of Open Innovation: An Empirical Analysis</td>
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<td>3:30 PM</td>
<td>D</td>
<td>Challenges of Open Innovation</td>
<td>Karen Robson, Ian McCarthy and Jeremy de Beer</td>
<td>Understanding and Responding to Unsanctioned Use of Intellectual Property by User Innovators</td>
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<td>Jeremiah Johnson††, Ann Majchrzak and Sabine Brunswicker</td>
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<td>Jason Li-Ying, Yuandi Wang and Jin Chen</td>
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† Finalist for best student paper  †† Finalist for best emerging scholar paper