



4th Annual World Open Innovation Conference

# WOIC 2017

December 14 - 15, 2017 | San Francisco, CA

Conference Theme:

**“STRATEGIC & PUBLIC POLICIES FOR OPEN INNOVATION”**

Location:

San Francisco Airport Marriott Waterfront, 1800 Old Bayshore Highway, Burlingame, CA 94010 – 2nd Floor

## DAY 1: THURSDAY, DECEMBER 14, 2017

7:30am

REGISTRATION: 2ND FLOOR, SAN FRANCISCO AIRPORT MARRIOTT WATERFRONT

### WELCOME REMARKS & KEYNOTES ————— ROOM: SALON E

8:30am

WELCOME



#### HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

BerkeleyHaas

When Dr. Henry Chesbrough coined the term Open Innovation in the early 2000s, he defined an approach that companies around the globe now use to innovate. Chesbrough works directly with companies through Garwood’s programs to apply the principles of Open Innovation, and he continues to refine our understanding of Open Innovation through his research and books.

9:00am

KEYNOTE SPEAKER #1: “DYNAMIC CAPABILITIES IN THE PLATFORM ECONOMY”



#### DAVID TEECE

Director, Tusher Center for the Management of Intellectual Capital, UC Berkeley

BerkeleyHaas

David J. Teece is the Thomas W. Tusher Professor in Global Business at the University of California, Berkeley’s Haas School of Business. He is also the director of the Tusher Center for Intellectual Capital. He has authored over 30 books and 200 scholarly papers, and has been cited more than 100,000 times, per Google Scholar. He is co-editor of the Palgrave Encyclopedia of Strategic Management. Dr. Teece has received seven honorary doctorates and has been recognized by Royal Honor.

9:45am

KEYNOTE SPEAKER #2: “FROM GREAT SCIENCE TO BREAKTHROUGH INNOVATION”



#### ARATI PRABHAKAR

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford & Former, Director of DARPA



Arati Prabhakar is a 2017-18 fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford University, where she will explore how we shape our technologies and how they shape us. She was the director of the Defense Advanced Research Projects Agency (DARPA) 2012-17. Under her leadership, DARPA initiated programs to rethink complex military systems; harness the information explosion for national security; and plant new seeds of technological surprise in fields as diverse as complexity, synthetic biology, and neurotechnology.

10:30am

NETWORKING BREAK

## PRACTITIONER EXPERIENCE | COMPANY: AVERY DENNISON ROOM: SALON E



## MAX WINOGRAD

Director, Open Innovation & Venture Investments, Avery Dennison

**Challenge:**

1. How should Avery Dennison reconsider both our offering and business model as we peer into the future with IoT like digital info explosion and still connect physically and credibly to objects via "labels"?
2. What are strategies and best practices for a company like Avery Dennison to bring disruptive innovation to market that may go direct to end-user or create a new channel?

**Background:** Avery Dennison often sits at least one step removed from the end-user of its materials. Avery Dennison makes master rolls of laminated label media which go to a converter to be printed and converted and then ultimately used by an end-user who buys finished goods from the converter. Yet often times, disruptive innovation circumvents current value chains by either going direct to the end-user with a new innovation or requiring an entirely new channel to market.

**Deliverables:**

- a) Specific strategies and practices needed to offer new innovative services that create value for the ecosystem.
- b) What new expertise is needed to deliver the value?
- c) Should the expertise be acquired from outside or built in-house?

## ACADEMIC SESSIONS

## SESSION 1A: OPEN POLICY &amp; GOVERNANCE I ROOM: SALON A &amp; B

## CHAIR/DISCUSSANT: HENRY CHESBROUGH

Advancing Open Innovation in Data-Driven Preventive Healthcare (Marika Iivari, Minna Pikkarainen, Peter Ylén, Julius Francis Gomes and Jukka Ranta)

Outbound Open Innovation in the Public Sector: The Role of Intermediaries (Göran Smith & Asif Akram) — *Finalist for Best Student Paper Award*

Open Innovation Challenges in SMEs a Target for EU Innovation Policy (Chiara Eleonora De Marco, Irene Martelli and Alberto Di Minin)

## SESSION 1B: OI ECOSYSTEMS I ROOM: SALON C &amp; D

## CHAIR/DISCUSSANT: MARCEL BOGERS

The Give and Take of Industry-Academia Partnerships. A Liminal Approach to Open Innovation (Els De Maeijer, Tom Van Hout and Mathieu Weggeman) — *Finalist for Best Student Paper Award*

Innovation Intermediaries in Regional Innovation Systems (RIS): The Influence of RIS Stakeholders on their Organizational Roles (Laura Kreiling, Sarah Serval, Raphaelae Peres and Ahmed Bounfour)

Capabilities Required for Integrating External Innovations within the Automotive Ecosystem: A Case Study of Volvo Cars (Gergana Romanova, Kasper Rosenmejer and Vasiliki Baka)

## SESSION 1C: OI COMMUNITIES &amp; USERS I ROOM: SALON G &amp; H

## CHAIR/DISCUSSANT: JONATHAN SIMS

Sharing, Rivalry and Product Success in an Online Innovation Community (Michael Stanko and Joel West)

Community-Based Foresight: Using Online Communities in the Front End of Foresight (Michael A. Zeng, Reimo Jahn, Hans Koller and Ferdinand Gnadt)

Motivating the Established, Deterring the New—The Divergent Effect of Platform Competition on Member Contributions in Digital Mapping Communities (Abhishek Nagaraj and Henning Piezunka)

PRACTITIONER EXPERIENCE | COMPANY: ENEL ROOM: SALON E



ERNESTO CIORRA  
Chief Innovability Officer, Enel



**Challenge:**

Data to this century what oil was to the last one: a driver of growth and evolution. Flows of data have created new infrastructure, new services, new businesses, and new economics. Digital information is unlike any previous resource; it is extracted, refined, valued, bought and sold in different ways. It changes the rules for markets and it demands new approaches from regulators. In whatever industry, data are always getting more significant. Many companies will generate a tremendous volume of raw data that could be useful (manageable and sellable) by another company for another industry. Nowadays data are a certainty and they have a huge value both (strategic and economic). How can the open innovation approach help the transformation of a company towards a data driven organization in order to take advantage of this hidden value?

**Background:** Enel is a multinational energy company and one of the world’s leading integrated electricity and gas operators. Enel works in more than 30 countries across 5 continents. Enel is committed to leading the “energy transition”, based on renewables and grid digitization. Technologically, the company is already investing heavily in solar PV, hydro, geothermal, and other renewable sources, as well as digitizing the grid. However, to achieve its vision, the company will need to apply open innovation, specifically with regards to: a) new relations with consumers, who might generate electricity and sell back to the grid, b) new partnerships with NGOs, who monitor sustainability issues and c) social entrepreneurs, to bring renewable energy to the developing world. Enel launched a new global corporate identity on January 26th 2016 and simultaneously unveiled the new logos for Enel Green Power and Endesa.

The new brand strategy is the incarnation of the “Open Power” approach announced in November 2015 at the Capital Markets Day in London, with “openness” as the keystone of the group’s strategic and operational approach. “Open Power means: opening energy access to more people; opening the world of energy to new technologies; opening energy management to people; opening energy to new uses; and opening to more partnerships” Our new face represents Enel’s identity: a modern, open, flexible and responsive utility company, ready to lead the energy transition.

ACADEMIC SESSIONS

SESSION 2A: OPEN POLICY & GOVERNANCE II ROOM: SALON A & B

CHAIR/DISCUSSANT: ALBERTO DI MININ

Nordic Open Innovation: Realizing the Potential (Robert Strand) — Finalist for Best Emerging Scholar Paper Award

Navigating Open Innovation under Institutional Influence: Lessons from China High-speed Railway Industry (Liang Mei) — *Finalist for Best Emerging Scholar Paper Award*

Crowdsourcing without Profit: How Seeker Intent and Strategies Enable Open Social Innovation (Krithika Randhawa, Ralf Wilden and Joel West) — *Finalist for Best Student Paper Award*

SESSION 2B: OI ECOSYSTEMS II ROOM: SALON C & D

CHAIR/DISCUSSANT: MARCUS HOLGERSSON

Open Lab: Exploring Managerial Challenges of a Hybrid Open Innovation Intermediary (Amadou Lô)

How do Companies Operationalise the Business Model Innovation Process to Commercialise Emerging Technologies? (Serena Flammini, Tim Minshall, Charles Featherston and Letizia Mortara)

From Proprietary to Collective Governance: How Platform Participant Strategies Adapt (Siobhan O’Mahony and Rebecca Karp)

SESSION 2C: LEVERAGING EXTERNAL KNOWLEDGE ROOM: SALON G & H

CHAIR/DISCUSSANT: JOHN HAGEDOORN

Harnessing Adaptive Capacity to Close Pandora’s Box of Open Innovation (Maral Mahdad, Chiara Eleonora De Marco, Alberto Di Minin and Andrea Piccaluga) — *Finalist for Best Emerging Scholar Paper Award*

Leveraging External Knowledge: Organisational Antecedents and Moderators (Nan Kyung Kim and Joon Mo Ahn)

Intrinsic Motivation: The Catalyst for Knowledge Sharing and Open Innovation (Kaja Rangus, Alenka Slavec Gomezel and Darija Aleksic) — *Finalist for Best Emerging Scholar Paper Award*

PRACTITIONER EXPERIENCE | COMPANY: TECH MAHINDRA ROOM: SALON E



RAJARAM BALASUBRAMANIAN
Director of Business Development, Office of the CTO, Tech Mahindra



Challenge: We would like to explore how we should incentivize and capture business benefits for stakeholders (developers, open source community, enterprises, Tech Mahindra, AT&T) using open innovation.

Background: Tech Mahindra and AT&T, in collaboration with Linux foundation, have recently launched AI platform Acumos. The aim is to promote an open and connected AI platform that will promote collaboration as developers and enterprises look to define the future of AI.

PRACTITIONER EXPERIENCE | COMPANY: HYGGE ENERGY ROOM: SALON E



PRATEEK SAXENA
CEO, Hygge Energy



Challenge: What business models would the group suggest given the huge upfront investment especially in Emerging Economies?

Background: The current centralized model of the existing grid faces significant issues surrounding security, mass outage from natural disaster, overloading from increased demand, accessibility to remote locations and aging infrastructure.

The challenge in the United States is appropriate integration into the existing utility model. The challenge we plan to solve for is how through advanced demand response analytics and the ability to trade energy P2P within a microgrid can create sufficient economic benefit to consumers and utilities to perpetuate the advancement of renewable microgrids that will also balance the consumption of the larger grid.

POLICY SESSION ROOM: SALON A & B



ALBERTO DI MININ
Policy Chair, WOIC & Associate Professor, Institute of Management - Scuola Superiore



Alberto is Associate Professor of Management at the Scuola Superiore Sant'Anna in Pisa. He is also Research Fellow with the Berkeley Roundtable on the International Economy (BRIE), University of California - Berkeley and Social Innovation Fellow with the Meridian International Center of Washington, DC.

SESSION 3A: POLICY SESSION ROOM: SALON A & B

- Boosting RTOs-Industry Collaboration (Juan Antonio Tebar, Centro para el Desarrollo Tecnológico Industrial - CDTI- Spain)
Programs to Enhance Start-ups/ Large Companies Collaboration (Pascal Lagarde, bpifrance, France)
Open Innovation and Policy Labs. Engaging Regulatory Authorities in the Innovation Process (Johan Lindberg, Vinnova, Sweden)
Ecosystems and platforms - the role of public organisation (Heli Karjalainen, Tekes - Finland)
Setting up the European Innovation Council (Alberto Di Minin, National Delegate in Horizon 2020, Italy)

SESSION 3B: OI STRATEGY & DESIGN I ROOM: SALON C & D

CHAIR/DISCUSSANT: PETER GIANIODIS

- Appropriation Strategies in Open and Closed Innovation Environments (Paavo Ritala and Pia Hurmelinna-Laukkanen)
Born Digital, Raised to be Open: Emergence of Open Innovation Strategy and Intellectual Property Strategy (Marcus Holgersson and Sarah van Santen)
Open Service Innovation: Co-Production in Design and Delivery of Outcome-Based Contracts (Marin Jovanovic, Ivanka Visnjic and Andy Neely)

5:30pm

CLOSING REMARKS: HENRY CHESBROUGH & MARCEL BOGERS — ROOM: SALON E

6:00pm

POSTER SESSION OVERVIEW (BRIEF OVERVIEW BY POSTER PRESENTERS)— ROOM: SALON E



### MARCEL BOGERS

Academic Chair, WOIC & Professor, University of Copenhagen



Dr. Marcel Bogers is full Professor of Innovation and Entrepreneurship at the Department of Food and Resource Economics (Section for Production, Markets and Policy), Faculty of Science, University of Copenhagen. He obtained a M.Sc. from Eindhoven University of Technology and a Ph.D. in Management of Technology from Ecole Polytechnique Fédérale de Lausanne (Swiss Federal Institute of Technology). He has received honors that highlight excellence in research and teaching, and he has been an invited speaker at various academic and corporate events around the globe.



### JONATHAN SIMS

Associate Program Chair, WOIC & Assistant Professor, Babson College



Dr. Jonathan Sims is Assistant Professor of Strategic Management at Babson College. Jonathan holds a Ph.D. in Management from the McCombs School of Business at the University of Texas at Austin, an MBA from the Smith School of Business at the University of Maryland. His research focusses on how entrepreneurial companies develop and implement technology strategies in cooperation with external communities. He has received awards for teaching excellence and for his work as a reviewer from the Academy of Management.

6:15pm

POSTER SESSIONS & WINE RECEPTION — ROOM: SALON F

#### POSTER ISLAND I: OI IN DIFFERENT SETTINGS

Spatial Distribution of Online Alternative Finance (Mingfeng Lin and Bryan Zhang)

Open Innovation from The University Aspect: An Example from Turkey (Cengiz Kaya, Volkan Özgüz, Ebru Ocak, Gözde K. Toköz, Selin S. Kürkçüoğlu, Mehmet Mermutlu)

#### POSTER ISLAND II: OI & PLATFORMS

What's on their platforms? The case of brokers platforms in open innovation context (Rajaa El Mezouaghi, and Nassim Belbaly)

Digital transformation and open innovation ecosystems in the film industry: The case of the Movieday platform (Adriano Solidoro, Gianluigi Viscusi, and Christopher Tucci)

The impact of value dimensions and the moderating effects of social influence factors on word-of-mouth in person and on social networking sites (Pablo Farías)

#### POSTER ISLAND III: CO-OPERATION & CO-DEVELOPMENT

Supplier-Customer Co-Development Partnership Structures and New Product Success (John Ettlíe)

Open Coopetition: a research program (Frédéric Le Roy, Henry Chesbrough, and Sea Matilda Bez)

Risk Sharing and Industry Capacity Building Through Research and Technological Organizations (Antonio Santos and Ricardo Migueis)

#### POSTER ISLAND IV: OI ADOPTION & IMPLEMENTATION

Proposition of assessment model for open innovation adoption capacity in SMEs (Elodie Pillon, Mourad Messaadia, and Anne Louis)

Failure to Launch? The Challenge of Executing Open Innovation Successfully (Anna Baranskaya, Henry Chesbrough and Serge Passolunaghi)

Long-Term Open Innovation: A Longitudinal Study of Firm Engagement with External Communities (Jonathan Sims and Joel West)

7:15pm

WOIC ACADEMIC AWARDS PRESENTATIONS (MARCEL BOGERS & JONATHAN SIMS): BEST PHD STUDENT PAPER & BEST EMERGING SCHOLAR PAPER

7:30pm

CONFERENCE NETWORKING DINNER — ROOM: SALON E



**8:30am** REGISTRATION: JUNIOR BALLROOM FOYER, 1ST FLOOR, SAN FRANCISCO AIRPORT MARRIOTT WATERFRONT

**WELCOME & KEYNOTES** ROOM: JUNIOR BALLROOM, 1ST FLOOR

**9:00am** WELCOME



**SOLOMON DARWIN**

Executive Director, Garwood Center for Corporate Innovation, UC Berkeley



Solomon Darwin is the Executive Director, Garwood Center for Corporate Innovation and former Executive Director of Financial Reporting and Management, at the Haas School of Business. Prior to joining UC Berkeley he was an Associate Professor at the University of Southern California from 1996 – 2005. Solomon Darwin has over 13 years of Industry experience at Bank of America and Motorola.

**9:15am** KEYNOTE #3: "DIGITAL TRANSFORMATION"



**BILL RUH**

CEO, GE Digital



Mr. William Ruh is the chief executive officer for GE Digital as well as the senior vice president and Chief Digital Officer (CDO) for GE. GE Digital, a \$6B business of General Electric, provides premier digital software solutions and services for the industrial world. GE Digital supports customers globally with a broad range of Industrial Internet applications, from asset performance management, operations optimization and brilliant manufacturing to platform-as-a-service, cloud and cyber security.

**10:00am** KEYNOTE #4: "OPEN INNOVATION IN THE FEDERAL GOVERNMENT"



**TOM KALIL**

(Former) Deputy Director of Policy, White House, US Office of Science and Technology Policy



Prior to joining the White House, Tom was a trade specialist at the Washington offices of Dewey Ballantine, where he represented the Semiconductor Industry Association on U.S.-Japan trade issues and technology policy. He also served as the principal staffer to Gordon Moore in his capacity as Chair of the SIA Technology Committee. From 2001 to 2008, Kalil was Special Assistant to the Chancellor for Science and Technology at UC Berkeley. He was responsible for developing major new multi-disciplinary research and education initiatives at the intersection of information technology, nanotechnology, microsystems, and biology.

**10:45am** NETWORKING BREAK

**11:15am** Parallel Sessions #4

**PRACTITIONER EXPERIENCE | COMPANY: BBVA** ROOM: JUNIOR BALLROOM, 1ST FLOOR



**MARISOL MENENDEZ ALVAREZ**

Head of Open Innovation, BBVA



**Challenge:**

Open Innovation Implementation Strategies and Challenges. How has BBVA addressed some of the implementation challenges? What are the lessons learned? This will be a plenary session where participants are allowed to ask specific questions (pre-screened) relating to their internal struggles for general discussion and input. BBVA will share specific use cases and implementation processes and strategies.

**Background:** Banco Bilbao Vizcaya Argentaria, S.A. is a multinational Spanish banking group. It was formed from a merger of Banco Bilbao Vizcaya and Argentaria in 1999, and is the second largest bank in Spain. BBVA has been developing a strategy for years based on diversification in markets with high growth potential, a customer-centric business model and technology as a key element in order to face the transformation process being experienced in the financial sector. In addition to the profound regulatory changes in our industry, as well as the turning of the world economy towards emerging markets, society, lifestyles and buying habits are also changing rapidly. Conventional banking business models are no longer enough to meet customer needs. BBVA has been able to anticipate and evolve, offering our customers new, more simple solutions that they can access how, where and when they want. All this has been possible due to the use of technology as a strategic element to differentiate us from our competitors.

And even more importantly, at BBVA we are working for a better future for people, our customers, our employees and society at large. The BBVA team are part of a corporate culture based on the principles of integrity, prudence and transparency, which have been key in allowing us to build a strong business model that is able to grow and is very customer centric.

11:15am

## ACADEMIC SESSIONS

SESSION 4A: OI IN THE PUBLIC SECTOR

ROOM: SAN RAMON, 2ND FLOOR

### CHAIR/DISCUSSANT: MARAL MAHDAD

Open Challenge-Envisioning, Engaging and Executing Innovation Challenges in Public Services (Bangalore Siddalingaswamy Kiran)

Institutional Quality and Open Innovation at the National Level (Donghyuk Choi)

Orchestrating Opportunity Exploration and Exploitation in Cities and Municipalities (Sari Hirvonen-Kantola, Pia Hurmelinna-Laukkanen and Marika Iivari)

SESSION 4B: OI STRATEGY & DESIGN II

ROOM: SALON G & H, 2ND FLOOR

### CHAIR/DISCUSSANT: MIKE STANKO

Sustaining Corporate Acceleration Capacity: from a Unique Model to Key Strategic Paths (Corentin Duvert and Sihem Ben Mahmoud-Jouini)

Organizing the Open: New Mechanisms of Organization Design in Open Innovation Systems (Ann-Kristin Zobel and Stephen Comello)

Opportunities for Cooperative Innovation Among Rivals (Jennifer Kuan)

SESSION 4C: NEW TRENDS & TECHNOLOGIES

ROOM: SALON I & J, 2ND FLOOR

### CHAIR/DISCUSSANT: JOHN ETLIE

Open Innovation Practices in Small and Medium-sized High-Tech Enterprises: The Role of Digital Media Technologies (Marcel Drescher, Josephine Zorn, Oliver Mauroner and Reinhold Pabst)

A Survey of Blockchain Technologies for Open Innovation (Josep Lluís De La Rosa, Victor Torres-Padrosa, Andrés el-Fakdi, Denisa Gibovic, Hornyák, O., Lutz Maicher, and Francesc Miralles)

Ten years of Open Innovation Benefits: A meta-analysis from 2007-2017 (Rachid Oumlil, Hicham Faouzi and Carlos Juiz)

12:45pm

NETWORKING LUNCH

2:15pm

## Parallel Sessions #5

PRACTITIONER EXPERIENCE | COMPANY: JOHNSON CONTROLS— ROOM: JUNIOR BALLROOM, 1ST FLOOR



### LENNY JOSEPH

Global Vice President, Johnson Controls

#### Challenge:

With the proliferation of technology in the lives of the general population, their relationship with their surroundings are rapidly changing. The general population is also increasingly able to influence decisions that could ultimately change decisions upstream of the value chain. How can Johnson Controls adapt to these rapid changes that are occurring? And what do we need to do to continue to grow in an environment where the lines between B2B and B2C businesses are gradually fading?



**Background:** Johnson Controls is a leader in building technology products and goes to market through multiple channels. The products and services that Johnson Controls provide ultimately affect the safety and comfort of where people live and work. JCI's interactions with its' customers are through B2B relationships that are primarily focused on customer segments that include Building Owners, Contractors, Partner Distributors, and Consulting Engineers.

## ACADEMIC SESSIONS

SESSION 5A: OI COMMUNITIES & USERS II

ROOM: SAN RAMON, 2ND FLOOR

### CHAIR/DISCUSSANT: JOEL WEST

Open Innovation Through Industry Specific Makerspaces – Expectations of Makers and Companies for Fruitful Collaboration (David Zakoth and Oliver Mauroner)

The Impact of Inbound and Outbound Open Innovation on Organizational Performance—The Moderating Effect of Conflict Management Styles (Ting Wang, Jianlin Wu, Shulin Zhang and Jibao Gu)

Exploring the Characteristics of Bloggers and their Influence on Business Ecosystems: Open Innovation in the Fashion Industry (Monika Hauck and Christoph Hienerth)

## CHAIR/DISCUSSANT: FRANK PILLER

Managing Collaborative R&D Projects with Different Types of Knowledge Sources (Ana Paula Barbosa, Paulo Nascimento and David Tamoschus)

The Mirror Organization : A Specific Project Structure for Open Innovation Between Competitors (Sea Matilda Bez and Frédéric Le Roy)

Learning-by-Exposure: A Strategic Use of Outbound Open Innovation for Enhancing Innovation Performance (Shigemi Yoneyama, Isamu Yamauchi and Ayako Mitsui)

## SESSION 5C: OI IN DIFFERENT CONTEXTS

## ROOM: SALON I &amp; J, 2ND FLOOR

## CHAIR/DISCUSSANT: PIA HURMELINNA-LAUKKANEN

Mergers & Acquisitions, R&D and Crowd Sourcing: Substitution or Complements? (Peter Gianiodis, Rajendran Murthy and John Ettl)

Open Innovation in Family Firms. A Systematic Literature Review (Katie Hyslop)

Harnessing the Wisdom of the Crowd in the Evaluation of Innovative Ideas (Jingshu Du)

## NETWORKING BREAK

## Parallel Sessions #6

## PRACTITIONER EXPERIENCE | COMPANY: SIEMENS

## ROOM: JUNIOR BALLROOM, 1ST FLOOR



**DR. ZUOZHI ZHAO**  
CTO, Siemens Power & Gas

**SIEMENS**

**Challenge:**

How to use open innovation community to help the company define and manage the future portfolio items more effectively?

**Background:** The energy business has been undergoing a structural change with unprecedented speed and dynamics, with new elements like scaled up renewables, storage, e-mobility as well as peer to peer trading etc. The overall trend is the energy system in terms of generation, transmission/distribution as well as usage is getting more and more complex, with focus shifting towards decarbonization, decentralization, digitalization, and sector coupling. For big energy companies like Siemens, the challenges as well as opportunities are associated with how quickly the company could embed itself the changing eco systems and feel the temperature change, and then react quickly to ride the tide.

## PRACTITIONER EXPERIENCE | COMPANY: GOODYEAR

## ROOM: JUNIOR BALLROOM, 1ST FLOOR



**SURENDRA CHAWLA**  
Senior Director, Goodyear

**GOODYEAR**

**Challenge:**

Goodyear has a range of innovation approaches addressing immediate and long-term objectives (Step / Jump / Leap/Tires & Beyond tires). Based on the information provided on these current innovation platforms leading to managed services:

1. Build and distribute a worksheet that outlines the key success factors for solutions: a) Must use product, and b) Must enhance the product experience.
2. Invite table participants to reflect on the Goodyear situation in relation to their own company experience with service related offerings.
3. How do we assure that any new offering we present a) requires the use of a Goodyear product AND b) enhances the customer experience with the product to sell more product and services?

**Background:** How to use open innovation community to help the company define and manage the future portfolio items more effectively?

## ACADEMIC SESSIONS

## SESSION 6A: MEET THE EDITORS

## ROOM: SAN RAMON, 2ND FLOOR

## CHAIR: JONATHAN SIMS

Editors of California Management Review, Industrial and Corporate Change, Journal of Product Innovation Management, R&D Management will briefly introduce their journal and especially highlight its relevance to open innovation research. They will also specifically explain and discuss how the research that is presented during WOIC can reach its potential to be published in their journals as well as what you should do to make sure it doesn't get rejected.



4:15pm

SESSION 6B: OI UNCONFERENCE

ROOM: SALON G & H, 2ND FLOOR

CHAIR: HENRY CHESBROUGH

In this session, we will begin by asking for ideas that interest the participants. Based on the most salient ones, we will divide into smaller groups to discuss each major issue or idea, and conclude by reporting back to the group as a whole.

SESSION 6C: OPEN FOOD INNOVATION

ROOM: SALON I & J, 2ND FLOOR

CHAIR: MARCEL BOGERS

Among the many grand societal challenges that we currently face, the food we grow, harvest, produce, process, prepare and consume is in many cases part of both the problem and the solution. In this workshop, participants will get the opportunity to discuss this theme with the objective to identify key trends and critical challenges as well as opportunities for how open innovation can play a role in relevant future research, practice and policy.

(The workshop is part of a larger effort to build a multidisciplinary community in relation to Food Design Thinking, sponsored by the Danish Agency for Science, Technology and Innovation of the Ministry of Higher Education and Science in Denmark, and it will be facilitated by colleagues from the University of Copenhagen, Stanford University and UC Berkeley.)

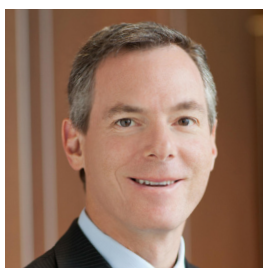
5:45pm

WOIC INDUSTRY AWARD PRESENTATIONS: SOLOMON DARWIN — ROOM: JUNIOR BALLROOM, 1ST FLOOR

a) Start-Up Disruption Award, b) Business Model Transformation Award, and c) Distinguished Contribution to Leadership in Open Innovation

6:00pm

ACCEPTANCE SPEECH: DISTINGUISHED CONTRIBUTION TO LEADERSHIP IN OPEN INNOVATION RECIPIENT



PAUL E. JACOBS

Executive Chairman and Chairman of the Board, Qualcomm



Dr. Paul E. Jacobs is executive chairman and chairman of the board of Qualcomm Incorporated, where he is responsible for helping guide the development of new technologies and Qualcomm's long-term opportunities. A leader in the field of mobile communications for more than 25 years and a key architect of Qualcomm's strategic vision, Dr. Jacobs spearheaded Qualcomm's efforts to develop and commercialize mobile technology breakthroughs that have significantly contributed to the growth of both the Company and the industry.

6:15pm

CLOSING REMARKS: HENRY CHESBROUGH

6:45pm

CLOSING RECEPTION INTRODUCTION: SOLOMON DARWIN — ROOM: JUNIOR BALLROOM FOYER, 1ST FLOOR

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