

WOIC 2019

12 - 13 December, 2019 | Rome, Italy

Conference Theme:

“OPENING UP FOR MANAGING BUSINESS AND SOCIETAL CHALLENGES”

Location: Luiss University | Viale Pola, 12 Rome, Italy

PRE-CONFERENCE EVENT: WEDNESDAY, DECEMBER 11, 2019

2:00pm

VISIT TO FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS



Food and Agriculture Organization
of the United Nations

DAY 1: THURSDAY, DECEMBER 12, 2019

8:00am

REGISTRATION (-2 FLOOR, FACULTY BUILDING)

CONTINENTAL BREAKFAST (SALA DELLE COLONNE)

WELCOME REMARKS & KEYNOTES

LOCATION: MAIN AUDITORIUM, -2 FLOOR

8:45am

SPECIAL WELCOME ADDRESS



ANDREA PRENCIPE

Rector & Full Professor, Luiss University

Andrea Prencipe is a Full Professor of Organization and Innovation at Luiss Guido Carli University – Rome, where he has been serving as Rector since June 2018. He is also Visiting Professor at Rotterdam School of Management. He is the Director of the Luiss PhD in Management and Associate Dean for International Development at Luiss Business School. He held Visiting Professorships at Imperial College Business School and Sussex University. He is Associate Editor – Journal of Management Studies.

LUISS 

9:00am

WELCOME



HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

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.

BerkeleyHaas

9:45am KEYNOTE SPEAKER #1



FRANCESCO STARACE

CEO, Enel

Francesco Starace has been Chief Executive Officer and General Manager of Enel S.p.A. since May 2014. Mr Starace joined the Enel Group in 2000, holding several top executive positions including Head of Business Power (from July 2002 to October 2005) and Managing Director of the Market Division (from November 2005 to September 2008). From 2008 to 2014 he served as Chief Executive Officer and General Manager of Enel Green Power, the Group's renewable power generation subsidiary and a leading player in the global renewables industry. In November 2010 Mr Starace oversaw the initial public offering (IPO) of the company and its listing on the Milan and Madrid Stock Exchanges with a market capitalization of €8 billion.



10:15am Q&A SESSION WITH FRANCESCO STARACE

10:45am NETWORKING BREAK LOCATION: SALA DELLE COLONNE

11:15am PANEL DISCUSSION: "FREE ELECTRONS: CO-CREATING THE FUTURE OF THE ENERGY SECTOR"



STEPHEN COMELLO
Director of Energy Business Innovations, Stanford Graduate School of Business
(Moderator)



ANN-KRISTIN ZOBEL
Senior Researcher, ETH Zurich
(Panelist)



FLORIAN KOLB,
Managing Director, Innogy New Ventures
(Panelist)



CAMERON BRIGGS
General Manager, Future Energy, Origin Energy
(Panelist)



ELKE KORNALIJNSLIJPER
Innovation Manager, Commercialization & Partnerships, CLP
(Panelist)

12:15pm Parallel Sessions #1 PRACTITIONER EXPERIENCE | COMPANY: SAP — LOCATION: MAIN AUDITORIUM, -2 FLOOR

Conducting Transformative Innovation (i.e., Horizon 3) Experiments within a Firm Through Learn Fast/Fail Fast Approaches



CLAUS VON RIEGEN

Head of Business Model Innovation, SAP

At SAP, transformative innovation experiments (Horizon 3) are pursued by entrepreneurial teams in a learn fast, fail fast approach. This requires new resources and capabilities, as well as the creation of new business models to take advantage of or respond to disruptive opportunities. SAP is trying to combine the best of two worlds by leveraging a lean start-up approach in a VC set-up and by leveraging our advantage with regard to our large installed customer base. Because of the high degree of uncertainty and the experiments-based approach, however, we see challenges.



Challenge:

How can open innovation initiatives be leveraged to conduct an ongoing strategy that combines the interests of the customer as well as incentives of the sales organization? Please describe your proposed a) process to do this; b) mechanisms and resources needed; c) partnerships and alliances needed to counter or create the disruption to establish new markets, customer segments, products and services.

12:15pm ACADEMIC SESSIONS

SESSION 1A: OPENING UP FOR MANAGING BUSINESS AND SOCIETAL CHALLENGES LOCATION: ROOM 10AB, GROUND LEVEL

CHAIR/DISCUSSANT: MARCEL BOGERS

The Unsung Role Of Nonprofit Organizations In Value Creation: The Case of An Italian Food Bank (Antonio Daoud and Prem Sagar Menghwar) — Finalist for Best Student Paper Award

Exploring Sources of Patent Evergreening in the U.S. Pharmaceutical Industry (Yeolan Lee and Eric Fong)

Open and Sustainable: A New Frontier in Innovation Management? (Jaani-Pauli Kimpimäki, Iryna Maliatsina and Oskari Lähdeaho)

12:15pm **SESSION 1B: OPEN INNOVATION & DIGITAL TRANSFORMATION** **LOCATION: ROOM 11AB, GROUND LEVEL**

CHAIR/DISCUSSANT: FRANK PILLER

IP Strategy and its Mediator Role In the Digital Business Model (Marcus Holgersson and Sarah van Santen)

Digital Transformation As An Open Innovation Process: Building Digital Literacy In Italian SMEs (Nunzia Coco, Cinzia Colapinto and Vladi Finotto)

Advanced Digital Technologies in User Innovation: Assessing the Effectiveness of Toolkits for Innovation in New Product Development (Thomas Schaeper, J. Nils Foege and Christopher Jung)

SESSION 1C: OPEN INNOVATION & SMES **LOCATION: ROOM 12, GROUND LEVEL**

CHAIR/DISCUSSANT: ALBERTO DI MININ

How SMEs Innovate towards an Ambidextrous Business Model?: The Case of an Open Innovation Service Provider (Krithika Randhawa, Ralf Wilden and Siegfried Guderganow)

Strategic And Organizational Determinants For Open Innovation Practices In Smes : A Conceptual Framework (Elodie Pillon, Mourad Messaadia, Anne Louis and Thomas Loilier)
Finalist for Best Student Paper Award

Cluster Governance and Open Innovation Practices of SMEs: A Comparative Study (Luciana Castro-Clemens, Liliana Mitkova and Agnieszka Radziwon)

SESSION 1D: OPEN INNOVATION PROCESSES & PRACTICES **LOCATION: ROOM 13, GROUND LEVEL**

CHAIR/DISCUSSANT: HENRY CHESBROUGH

Reinventing Open Innovation In Large Pharmaceutical Companies: The Case Of Bayer AG (Wim Vanhaverbeke, Nadine Roijackers, Dieudonnee Cobben and Monika Lessl)

Capturing Value In Service Co-Creation Initiatives: A Process-Based Typology (Simona Spedale and Deborah Roberts)

Practices Of Formalized Open Innovation Specialists (Justyna Dabrowska, Joona Keränen and Anne-Laure Mention)

1:30pm **NETWORKING LUNCH** **LOCATION: SALA DELLE COLONNE**

2:30pm **Parallel Sessions #2** **LOCATION: MAIN AUDITORIUM, -2 FLOOR**
PRACTITIONER EXPERIENCE | COMPANY: SALESFORCE

Creating New Ecosystems to Expand Markets



CHARLIE ISAACS
CTO, Salesforce, Customer Connections



Mr. Isaacs, is responsible for helping companies connect with their customers, products and services to consumers and businesses to optimize market expansion. During the last five years Isaacs has been evangelizing the Internet of Things for Salesforce and has helped incubate customers into the world of the Internet of Things.

Challenge:

1. How can Salesforce develop a dynamic innovative business ecosystem utilizing an open innovation platform to expand markets?
2. What differences must Salesforce address in Southeast Asia?
3. How can Salesforce accelerate expansion utilizing a two-sided platform through which it can address its internal and external challenges to enhance customer experience? What data should Salesforce offer to share with its ecosystem? What data should it reserve to itself?

2:30pm

ACADEMIC SESSIONS

SESSION 2A: OPEN INNOVATION BEHAVIOR

LOCATION: ROOM 10AB, GROUND LEVEL

CHAIR/DISCUSSANT: DRIES FAEMS

Proximity as a Source of Success or Failure in Open Innovation: A Multiple Case Study in Dutch Healthcare (Ward Ooms and Roel Piepenbrink) — *Finalist for Kaja Rangus Emerging Scholar Award*

Crossing Firm Boundaries: How Boundary Spanners Search Over Time And Across Organizational Contexts (Ann-Kristin Zobel, Stephen Comello and Lukas Falcke)

Corporate-Startup Relationships: Exploring The Open Innovation Management Platform (Oimp) Phenomenon. An Empirical Case Study of Three Multinational Corporations (Jonathan Langlois)

SESSION 2B: CONCEPTUALIZING OPEN INNOVATION ECOSYSTEM

LOCATION: ROOM 11AB, GROUND LEVEL

CHAIR/DISCUSSANT: IVANKA VISNJIC

Fifty Shades Of Innovation Ecosystem (Patrycja Klimas)

National Innovation Systems Approach To Managing The Risks Of Open Innovation: A Critical Examination Of The United States Ecosystem (Ibrahim Shaikh) — *Finalist for Kaja Rangus Emerging Scholar Award*

National Innovation Systems And Open Innovation: Economy and Business in an Interactive Perspective (Rafaela Burger and Gabriela Fiate)

SESSION 2C: OPEN INNOVATION ACROSS INDUSTRIAL SETTINGS

LOCATION: ROOM 12, GROUND LEVEL

CHAIR/DISCUSSANT: ANNE-LAURE MENTION

Open Innovation in a Public (cultural) Organization: Towards a Sustainable Development Ethos (Erika Cavriani)

Does Industry Matter? Drivers And Barriers For Open Innovation In High-Tech And Non-High-Tech Industries. Evidence From Poland (Ptryk Dziurski and Agnieszka Sopinska)

Exploring Open Innovation In Consulting Firms (Isaac Lemus-Aguilar)

SESSION 2D: OPEN INNOVATION ADOPTION & IMPLEMENTATION STRATEGIES

LOCATION: ROOM 13, GROUND LEVEL

CHAIR/DISCUSSANT: KRITHIKA RANDHAWA

Elements and Determinants of Organizational Design for Open Innovation: A case Study of Planning and Implementing an External Innovation Organization in Biopharmaceuticals (David Tamoschus and Christoph Hienerth)

Towards Open Innovation Adoption Strategy (Daria Podmetina, Ekaterina Albats, Cristina Marullo and Iryna Maliatsina)

The Impact Of Internal And External Factors on Open Innovation Implementation: A Multiple-Case Study On Italian Firms (Federica Ceci, Maria Isabella Leone, Valentina Meliciani, Carlo Napoli, Manuel Romagnoli and Edoardo Ferrucci)

3:45pm

NETWORKING BREAK

LOCATION: SALA DELLE COLONNE

4:15pm

Parallel Sessions #3

PRACTITIONER EXPERIENCE | COMPANY: SIEMENS

LOCATION: MAIN AUDITORIUM, -2 FLOOR

Managing transformation at the intersection between Energy, Sustainability & IoT



STEFAN KNEIP

Vice President Energy & Digitalization, Siemens IoT Consulting



Dr. Kneip is heading Energy & Digitalization efforts at Siemens IoT Services, one of the leading strategy & digitalization consultancies. In his role, he helps Siemens companies and other external customers to unlock their value through organizational transformations and digital innovations. With strong foundations in physics, computation and data analytics, Dr. Kneip has guided numerous international clients on their journey towards strategic and digital excellence.

Challenge:

1. What type of innovations & business models do utilities need to develop in order to manage the challenge of digitalization, decarbonization & cost efficiency?

- a. How can utilities upgrade existing products by using digitalization?
- b. Which new products like Hardware-as-a-Service can be developed due to new digital possibilities?
- c. What type of new customers can be addressed by digital that could not have been targeted before?

4:15pm

ACADEMIC SESSIONS

SESSION 3A: SHAPING INNOVATION ECOSYSTEMS — LOCATION: ROOM 10AB, GROUND LEVEL

CHAIR/DISCUSSANT: ANN-KRISTIN ZOBEL

The Role of Ecosystem Actors in Shaping Innovation in Emerging Ecosystems (Paola Belingheri, Marco Carreras, Nina Hampl and Monica Masucci)

Exploring Collaboration Types In Open Entrepreneurial Ecosystems: A Resource-Dependency Perspective (Roberto Roderico Hernandez Chea, Maral Mahdad, Minh Thai and Carsten Nico Portefée Hjortso)

Evolving a Value Chain to an Open Innovation Ecosystem: The Role of Stakeholders in Customizing Medical Implants (Kritika Randhawa, Joel West, Katrina Skellern and Emmanuel Josserand)

SESSION 3B: COPING WITH OPEN INNOVATION THROUGH CULTURE & COGNITION — LOCATION: ROOM 11AB, GROUND LEVEL

CHAIR/DISCUSSANT: MEHDI BAGHERZADEH

Microfoundations of Open Innovation: Responding to Misappropriation Tensions with Coping Humor and Metaphors (Ioana Stefan, Pia Hurmelinna-Laukkanen and Wim Vanhaverbeke)

Organizational Culture, Open Innovation Practices And Innovation Performance: An Empirical Model Based on Schein's Conceptualization of Culture (Andy Yunlong Zhu and Henry Chesbrough)

Increasing Openness in Industry-Academia Collaboration through Co-creation and Experience-based Working (Katja-Maria Prexl and Antje Gonera)

SESSION 3C: KNOWLEDGE CHARACTERISTICS & SOURCING — LOCATION: ROOM 12, GROUND LEVEL

CHAIR/DISCUSSANT: CHRIS TUCCI

Unpacking The Relationship Between Knowledge Characteristics And Innovation Collaboration: Focusing on The Moderation Effect of Standardisation (Jong Hyun Paik, Joon Mo Ahn and Tim Minshall)

Boundary Changes As A Trade-Off Between Efficiency And Capability Development: How Production Outsourcing Influences Value Creation Through Innovation (Mathias Beck, Stefan Naef, Stephan Wagner and Martin WörterThomas Loillier) — *Finalist for Kaja Rangus Emerging Scholar Award*

Fostering Business Model Innovation Through External Knowledge Sourcing (Magne Angelshaug, Nicolai Foss and Tina Saebi)

SESSION 3D: COMMUNITY, USERS & CROWDS — LOCATION: ROOM 13, GROUND LEVEL

CHAIR/DISCUSSANT: JONATHAN SIMS

Open Innovation Strategies In Makerspaces: The Maker Journey From Ideation To Diffusion (David Zakoth, Oliver Mauroner, Jutta Emes and Marcel Drescher)

Copyright Or Copy Right? Unsolicited User Behavior As Market Signals (Christoph Ihl and Alexander Vossen)

Reward-based Crowdfunding and Sustainability: The Role of Values in Mobilizing Backers in Crowdfunding Campaigns (Kristian Nielsen and Julia Binder)— *Finalist for Kaja Rangus Emerging Scholar Award*

5:30pm CLOSING REMARKS (HENRY CHESBROUGH) — LOCATION: MAIN AUDITORIUM, -2ND FLOOR

6:00pm POSTER SESSION OVERVIEW (ANN-KRISTIN ZOBEL) — LOCATION: MAIN AUDITORIUM, -2 FLOOR

6:15pm POSTER SESSIONS & WINE RECEPTION — LOCATION: SALA DELLE COLONNE

POSTER ISLAND I: DATA & DIGITAL

Openness In Data Driven Health Innovation: Exploring Biobanks (Anna Essen and Sirkka Jarvenpaa)

The Influence of Open Innovation on Digital Transformation of the Manufacturing System (Maria Stoettrup Schioenning Larsen, Casper Schou and Astrid Heidemann Lassen)

General Technology, Dynamic Capabilities and Business Model Innovation in Digital Healthcare (Asta Pundziene, Sohvi Heaton, Agne Gadeikiene and David Teece)

Text Mining to Identify Skills, Stakeholders and Capabilities: The Case of Artificial Intelligence in Emilia-Romagna (Arnau Quinquilla, Nicolau Duran Silva, Francesco Massucci, Enric Fuster, Bernardo Rondelli, Leda Bologni, Lucia Mazzoni and Giorgio Moretti)

POSTER ISLAND II: BUSINESS MODELS & ECOSYSTEMS

The Food Accelerator Bubble: The Role of Intermediary Organizations in Open Entrepreneurial Ecosystem (Birgitte S Klinkvort-Markussen and Maral Mahdad)

Business Models, Cognition, and Open Innovation (Sea Matilda Bez and Henry Chesbrough)

Reviewing Value Creation In Innovation Ecosystems: Paths Towards Shared Value (Giulia Piantoni, Marika Arena and Giovanni Azzone)

How Open Innovation Can Support Business Model Innovation (Qinli Lu and Christopher Tucci)

POSTER ISLAND III: INTELLECTUAL PROPERTY PROTECTION

How To Win The Learning Race In Open Cooperation: The Strategic Role Of Patents? (Elysé F. Sègbotangni, Frédéric Le Roy and Anne-Sophie Fernandez)

Open Branding: Managing The Unauthorized Use of Brand-Related Intellectual Property (Karen Robson, Jeremy de Beer and Ian McCarthy)

A Framework on Intellectual Property Protection Strategies and Open Innovation (Marco Greco, Michele Grimaldi and Livio Cricelli)

Veni, Vini, ...Verti. Is Open Innovation a Land Where IP Practitioners Fear To Tread? (Peter Harrison and Deborah Roberts)

Does Institutional Quality Matter In Open Innovation? (Francesco Cappa, Edoardo Ferrucci, Raffaele Oriani and Valentina Meliciani)

POSTER ISLAND IV: OPEN INNOVATION ADOPTION & CAPABILITIES

How Open is Innovation in German Enterprises? A Longitudinal Study Based on the German Innovation Survey (Hamdy Abdelaty and Andreas Scheel)

Open Innovation Process Via Technology Transfer and Its Influence on Technological Innovations (Karina Sachpazidu-Wójcicka)

Organizational Learning and Learning Alliances: A Theoretical Integration (Danica Bauer and Sascha Albers)

Investigating the Relationship Between Organisational Culture and the Adoption of Open Innovation: A Multiple Project-Based Case Analysis in The Energy Efficiency Industry (Simone Franzò, Andrea Urbinati and Federico Frattini)

POSTER ISLAND V: OPEN INNOVATION TOOLS

A Case of Playing Open Innovation with the OI Toolkit. Designing Open Innovation Strategies (Chiara Eleonora De Marco and Italo Marconi)

Gamification As a Tool To Overcome Cultural Barriers in Open Innovation: A Theoretical Framework (Elena M. Gimenez Fernandez, Carmen Abril and María Del Mar Camacho)

Oscillating Open Innovation Processes: How To Keep Them Open Through Facilitation by Design Thinking (Pabst, Tyrasa, Gonera, Siepmann and Händschke)

A Delicious Collaboration: The Food Community's Influence on Food Startups' New Product Development (Da Hyang Summer Jung, Rosa Lutz and Sohyeong Kim)

POSTER ISLAND VI: OPEN INNOVATION ACROSS INDUSTRIES & CONTEXTS

A Conceptual Framework for Open Service Innovation (Ruusa Ligthart and Tim Minshall)

Open Innovation in the Manufacturing Industry: Bibliometric, a Systematic Literature Review and Guidance for Future Research (Tena Obradovic, Bozidar Vlacic and Marina Dabic)

Understanding Connections Between Open Innovation and Social: Adoption of a Bibliometric Analysis (Rachid Oumlil)

Corporate-Startup Co-Creation for Increased Innovation and Societal Change (Annika Steiber and Sverker Alänge)

7:30pm

**WOIC ACADEMIC AWARD PRESENTATIONS
BEST PHD STUDENT PAPER & BEST
EMERGING SCHOLAR PAPER (MARCEL BOGERS)**

LOCATION: MAIN AUDITORIUM, -2 FLOOR



MARCEL BOGERS

Professor of Innovation and Entrepreneurship, University of Copenhagen

Marcel Bogers is Professor of Innovation and Entrepreneurship at the University of Copenhagen. He works at the Unit for Innovation, Entrepreneurship and Management at the Department of Food and Resource Economics (Faculty of Science). His main interests center on the design, organization and management of technology, innovation and entrepreneurship. More specifically, his research explores openness and participation in innovation and entrepreneurial processes within, outside and between organizations. In this context, he has studied issues such as open innovation, business models, family businesses, users as innovators, collaborative prototyping, improvisation, sustainability, and university-industry collaboration.

UNIVERSITY OF
COPENHAGEN

8:00pm

CONFERENCE DINNER

LOCATION: SALA DELLE COLONNE

DAY 2: FRIDAY, DECEMBER 13, 2019

8:00am REGISTRATION (-2 FLOOR, FACULTY BUILDING)

CONTINENTAL BREAKFAST (SALA DELLE COLONNE)

WELCOME & KEYNOTES

LOCATION: MAIN AUDITORIUM, -2 FLOOR

9:15am WELCOME



SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

BerkeleyHaas

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.

9:30am KEYNOTE SPEAKER #2



ANNABELLE GAWER

Professor, University of Surrey



Professor and Chair in Digital Economy Co-Director of CoDE, the Centre for Digital Economy, University of Surrey Business School Award-winning researcher, author and educator, Professor Annabelle Gawer is an expert on digital platforms such as Google and Facebook, and on platform-based innovative business ecosystems. Highly-cited author of two books (Platform Leadership, and Platform, Markets and Innovation) and over a dozen articles in top international journals, Prof. Gawer's seminal research on platform leadership and innovation ecosystems explains how innovation and competition interact to shape platform-based markets and the digital economy.

10:15am KEYNOTE SPEAKER #3



ANITA MCGAHAN

Professor, University of Toronto



Anita McGahan is a Professor of Strategic Management and George E. Connell Chair in Organizations & Society at Rotman (with a cross-appointment to the Munk School of Global Affairs). Her research is focused on industry change, sustainable competitive advantage and the establishment of new fields. An area of particular interest to her is in global health and the diffusion of knowledge across international boundaries.

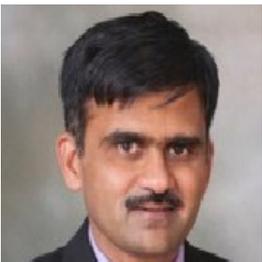
11:00am NETWORKING BREAK

LOCATION: SALA DELLE COLONNE

Parallel Sessions #4

11:30am PRACTITIONER EXPERIENCE | COMPANY: ERICSSON — LOCATION: MAIN AUDITORIUM, -2 FLOOR

Creating New Business Opportunities Leveraging Emerging 5G Technologies



MALLIK TATIPAMULA

CTO, Ericsson, Silicon Valley

ERICSSON

Telecom industry is going through massive transformation with the adoption of 5G technology. 5G offers enhanced mobile broadband experience to consumers as an extension to 4G/LTE, while offering new use cases such as Industrial IoT, Manufacturing, Health care, Automobile, Smart Cities/Villages, due to 5G's ultra-low latency and massive connectivity and bandwidth it offers. While 5G is much faster, its signal dissipates faster as well, necessitating more cell towers to deliver the full 5G experience, relative to towers for 4G.

Challenge:

Given the emergence of 5G technology that requires new infrastructure and layout:

1. What new services and markets can telecom operators create within the existing market as well as new customer segments?
2. How can telecom operators stimulate more rapid adoption of 5G by their traditional customers?
3. How can telcos test new service offerings enabled by 5G?
4. Given the many more cell towers required by 5G, are there innovative ways Ericsson can respond (such as opening these towers to other 5G operators) to reduce the total number of new towers needed?

SESSION 4A: BETTER POLICY FOR OPEN INNOVATION — LOCATION: ROOM 10AB, GROUND LEVEL

CHAIR/DISCUSSANT: WIM VANHAVERBEKE

Better Policy For Open Innovation – Comparison of the Impact of Direct And Indirect Government Support on Innovation Collaboration (Joon Mo Ahn and Letizia Mortara)

Not All Winners are Successful: Realizing Intended Outcomes in Publicly Funded Consortia for Innovative Entrepreneurship (Dries Faems, Evelien Croonen and Eelko Huizingh)

Enhancing Patent Valorization and Opening Follow-on Innovation Paths through Open Innovation Maneuver: The Impact of the “Licensing of Right” Policy (Maria Isabella Leone, Salvatore Torrisi, Edoardo Ferrucci and Venkata Praveen Kumar Suvanam)

SESSION 4B: CONCEPTUALIZING AND MEASURING OPEN INNOVATION

LOCATION: ROOM 11AB, GROUND LEVEL

CHAIR/DISCUSSANT: CHRISTOPH IHL

Towards Improved Measures in Innovation Management Research: An Application of Item Response Theory to Open Innovation (Cristina Marullo, Irene Martelli and Alberto Di Minin)

Measuring Open Innovation: Linking Machine-learning Text Analysis with Organizational Archival Data (Thomas Schaeper, J. Nils Foege and Christopher Jung)

A Comprehensive Model For Open Innovation: The Role Of Antecedents And Moderators (Gloria Puliga, Valentina Lazzarotti, Raffaella Manzini and Luisa Pellegrini)

SESSION 4C: COOPETITION IN OPEN INNOVATION

LOCATION: ROOM 12, GROUND LEVEL

CHAIR/DISCUSSANT: MARAL MAHDAD

Managing Open-Innovation between Competitors: A Project-Level Approach (Thuy Seran and Sea Bez)

Friend or Foe? The Role of Non-Profit Actors in R&D Coopetitive Open Innovation Projects in Mature Industries (Sanja Smiljic, Tor Helge Aas and Anne-Laure Mention)

Open With Competitors to Innovate? An Investigation of Co-Opetition Theory in the Context of Open Innovation (Nengzhi Yao, Christos Tsinopoulos and Ji Yan)

SESSION 4D: INTERACTIONS WITHIN INNOVATION ECOSYSTEMS

LOCATION: ROOM 13, GROUND LEVEL

CHAIR/DISCUSSANT: AGNIESZKA RADZIWON

Innovation Management within Supply Chain Networks (Iryna Maliatsina, Jaan-Pauli Kimpimäki and Daria Podmetina)

Interaction Between Universities and Firms in Innovation Ecosystems: Inter-Organisational Cooperation, Relational Value And Firm Performance (Asta Pundziene, Shahrokh Nikou and Harry Bouwman)

Parallel Sessions #5

Overcoming Bottlenecks that Block the Successful Use of Open Innovation within Organizations



RON WEERDMEESTER

Leader in Strategic Innovation Services, PNO

PNO is a medium-sized innovation consultancy (+400 employees), headquartered in The Netherlands and operating across seven EU countries (BE, DE, ES, FR, IT, NL, UK), as well as in Israel. With more than 30 years of experience in innovation and public funding, PNO has a strong track record in: innovation management, project development & partner search, project financing, intelligence, communication, and application. PNO offers these services to a range of clients, from SMEs to multinational companies, non-profit organizations, technological platforms, multi-stakeholder partnerships, universities, and governments. The company sees the need and the opportunity to become a leading Open Innovation consultancy, with €13 billion in funds for OI research and development in the upcoming Horizon Europe program.



Challenge:

1. What are the key bottlenecks and solutions for industry to engage in OI, identify relevant external knowledge and technologies, and collaborate with other stakeholders from the private sector (large enterprises and SMEs), public sector (governments, public authorities) and research sector (academia, research institutions)?
2. How can PNO boost OI for industrial clients by overcoming their key bottlenecks?

ACADEMIC SESSIONS**SESSION 5A: R&D, PRODUCT DEVELOPMENT AND PERFORMANCE****LOCATION: ROOM 10AB, GROUND LEVEL****CHAIR/DISCUSSANT: IAN MCCARTHY**

Open Innovation in Firms' R&D Units: An Analysis from an Information Processing View (Donghyuk Choi)

The Paradox of Ambidexterity and its Impact on the Performance of Organizations: Evidence from Corporate Venture Capital Investing in North America (Fatima Shuwaikh)

How Does Cross-Functional Integration at The Early Stage of Innovation Support The Development of A New Product? (Senda Fattoum Belkhouja and Corine Genet)—*Finalist for Best Student Paper Award*

SESSION 5B: OPEN INNOVATION AT A PROJECT LEVEL**LOCATION: ROOM 11AB, GROUND LEVEL****CHAIR/DISCUSSANT: MARCUS HOLGERSSON**

Simultaneity, Sequentiality and Concurrency of Multi-Partner Collaborations in R&D Projects (Jingshu Du, Rene Belderbos, Bart Leten and Wim Vanhaverbeke)

Microfoundations of Interactions in Open Innovation: A Project-Based Knowledge Network Analysis (Maral Mahdad, Ekaterina Albats and Marcel Bogers)

Managing Openness In High Complexity Innovation Projects: Evidence From The Automotive Sector (Andrei Gurca, Mehdi Bagherzadeh, Stefan Markovic and Nikolina Koporcic)

SESSION 5C: NEW CONTEXTS AND APPLICATIONS OF OPEN INNOVATION**LOCATION: ROOM 12, GROUND LEVEL****CHAIR/DISCUSSANT: RALF WILDEN**

Phytonutrition for Traditional Open Food Innovation (Riccardo Bonazzi)

Exploring Factors Influencing Open Data Adoption (Serdar Temiz)

Open Innovation with Chinese Characteristics: A Dynamic Capabilities Perspective (Henry Chesbrough, Sohvi Heaton and Liang Mei)

SESSION 5D: OPEN INNOVATION & ENTREPRENEURSHIP**LOCATION: ROOM 13, GROUND LEVEL****CHAIR/DISCUSSANT: SEA MATILDA BEZ**

Types of Openness For Innovation: The Impact Of Different Inbound-Non Pecuniary Options on Startups' Innovative Performance (Nicola Del Sarto, Claudio Cruz Cazares and Alberto Di Minin)

An Open Innovation approach to Corporate Entrepreneurship: the Case of the Italian National Railways Group (Paolo Pulli, Gianluca Elia and Franco Stivali)

Designing an Open Innovation Orchestrator: The Case of Australia's Advanced Robotics for Manufacturing Hub (ARM Hub) (Cori Stewart, Claire Brophy, Glenda Amayo Caldwell, Jared Donovan, Ozgur Dedeheyir, Muge Fialho Leandro Alves Teixeira and Liz Brogden)

**Sessions #6
ACADEMIC WORKSHOPS**

Workshop sessions 6B - 6D require registration. Please visit the WOIC website to register:

<https://woic.corporateinnovation.berkeley.edu/woic-2019/workshops>

SESSION 6A: TEACHING OPEN INNOVATION WORKSHOP (JONATHAN SIMS)**LOCATION: ROOM 10AB, GROUND LEVEL**

Open Innovation is becoming a more important topic, not only in research but in teaching as well. This workshop will focus on the opportunities and challenges in teaching open innovation. The discussions will be based on existing experiences with teaching open innovation in different context, with the aim to develop an overview of best-practices in terms of topics and approaches.

SESSION 6B: MEET-THE-EDITORS "SHARK TANK" (KRITHIKA RANDHAWA)**LOCATION: ROOM 11AB, GROUND LEVEL**

Editors of the *Journal of Management Studies*, *Journal of Product Innovation Management*, *R&D Management*, *Industry and Innovation*, *Creativity and Innovation Management*, *Technology Forecasting and Social Change* and *IEEE Transactions on Engineering Management* will introduce their journals briefly. Selected authors will then have the opportunity to pitch their paper to this panel of journal editors, who will "invest" in the papers they would like to hear more about and discuss further. The editors will then lead a roundtable discussion providing developmental feedback to the authors of those papers they found most "investible." This interactive workshop is focused on the selected papers, but everyone is welcome to attend and join in the discussion. All participants will get to meeting and interacting with the editors.

**SESSION 6C:CMR WORKSHOP
(MARCEL BOGERS)****LOCATION: ROOM 12, GROUND LEVEL**

Selected papers from this year's WOIC will be published in a Special Section on Open Innovation in California Management Review (CMR). The authors from a selected number of shortlisted papers are invited to this workshop with the purpose to help them to improve their submitted papers before they may be invited to submit to the Special Section. While the workshop is focused on the invited papers only, other participants are welcome to attend to listed or contribute to the discussions.

**SESSION 6D: EU FUNDING FOR SCHOLARS AND
PRACTITIONERS WORKSHOP (AGNIESZKA RADZIOW)****LOCATION: ROOM 13, GROUND LEVEL**

This interactive workshop will focus on the three selected EU funding schemes within Marie Skłodowska Curie Actions (MSCA), which include both individual (IF) and collaborative grants schemes (ITN, RISE). During the workshop, both scholars and practitioners will have a chance to get familiar with the most important characteristics, requirements, and opportunities associated with MSCA funding schemes. Moreover, we hope that good discussions with both successful and prospective applicants will result in new fruitful collaborations.

**SESSION 6E: OPENINNOTRAIN
WORKSHOP (ANNE-LAURE MENTION)****LOCATION: ROOM 14, GROUND LEVEL**

The food industry is characterized by traditional systems and cultures that, to some extent, create rigidities hampering creativity and innovation. At the same time, there are so-called FoodTechs - technologies, companies and approaches - emerging that apply advanced tech to production, packaging & distribution of food and that challenge existing routines and structures. FoodTech, along with FinTech, Industry 4.0 and CleanTech, is one of the sectors where the Horizon 2020 MSCA-RISE project OpenInnoTrain explores how Open Innovation and Research Translation can be facilitated between academia and industry within the University—Industry Cooperation (UIC) framework. This Open Innovation approach for Research Translation is the prerequisite for societal impact through value creation by embedding research—generated knowledge into practices, transforming knowledge made available in academic publications to new or improved products and services and behavioural changes.

4:15pm NETWORKING BREAK LOCATION: SALA DELLE COLONNE**4:45pm INDUSTRY RECOGNITION LOCATION: MAIN AUDITORIUM, -2 FLOOR****5:15pm CLOSING REMARKS:
PROFESSOR HENRY CHESBROUGH LOCATION: MAIN AUDITORIUM, -2 FLOOR****5:45pm CLOSING RECEPTION LOCATION: SALA DELLE COLONNE**