



WOIC 2014

1ST ANNUAL
WORLD OPEN INNOVATION CONFERENCE

Conference Program Overview | Silverado Resort & Spa, Napa, CA | December 4 – 5, 2014

DAY 1: Thursday, December 4		
8:00 am – 8:45 am	Registration & Breakfast <u>Room: Fairway Deck</u>	
8:45 am – 10:15 am	Opening Plenary <u>Room: Silverado East</u>	
	Opening Keynotes: Henry Chesbrough (UC Berkeley): The Present & Future of Open Innovation David Teece (UC Berkeley): A Dynamic Capability Perspective on Open Innovation Staci Palmer (Intel) & Andre Marquis (UC Berkeley): A Conversation on How Open Innovation is Driving the Wearable Computing Revolution	
10:15 am – 10:45 am	Networking Break	
10:45 am – 12:00 pm	SESSION 1-1 Research Presentations Business Model Innovation <i>Chair: Ivanka Visnjic</i> <u>Room: Silverado East</u>	SESSION 1-2 Industry Experiences with Open Innovation <i>Chair: Solomon Darwin</i> <u>Room: Buena Vista / Sutter Home</u>
	Beyond Pricing Decisions: Business Model Innovation in the Two Sided Market of an Open Innovation Intermediary <i>Andy Zynga, Dirk Lüttgens and Frank Piller</i> Open Business Models and Venture Capital Finance <i>Massimo Colombo, Douglas Cumming, Ali Mohammadi, Cristina Rossi-Lamastra and Anu Wadhwa</i> A Conceptual Model of the Role of Time in Business Model Opening and Closing <i>Ivanka Visnjic and Patricia Klärner</i>	Todd Schofield Standard Chartered Bank Jason Eichenholz Open Photonics
12:00 pm – 1:00 pm	Lunch <u>Room: Fairway Deck</u>	



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1:00 pm – 2:15 pm	<p>SESSION 2-1 Research Presentations Determinants of Open Innovation <i>Chair: Wim Vanhaverbeke</i></p> <p><u>Room: Silverado East</u></p>	<p>SESSION 2-2 Research Presentations When Does Open Innovation Pay? <i>Chair: John Hagedoorn</i></p> <p><u>Room: Buena Vista / Sutter Home</u></p>
	<p>Toward an Aspiration-Level Theory of Open Innovation <i>Oliver Alexy, Elif Bascavusoglu-Moreau and Ammon Salter</i></p> <p>Rumors and Open Innovation <i>Timothy Hannigan and Basak Yakis-Douglas</i></p> <p>Promises and Challenges in Connecting Open Innovation to Strategy <i>Wim Vanhaverbeke, Nadine Roijakkers, Annika Lorenz, and Henry Chesbrough</i></p>	<p>An Investigation into Managerial Roles of Open Innovation Collaboration Managers <i>Susanne Ollila and Anna Yström</i></p> <p>What are the Determinants of Inbound and Outbound Open Innovation Performance? <i>Yutaka Hamaoka</i></p> <p>Socially Indicated Match Making Approach: An Alternative Way of Identifying the Right OI Activity <i>Alexander Lang, Lara Bauer, and Udo Lindemann</i></p> <p>The Co-Alignment of Open Innovation with Environmental Contingencies and its Effect on Innovation Performance <i>John Hagedoorn, Boris Lokshin and Ann-Kristin Zobel</i></p>
2:15 pm – 2:45 pm	Coffee Break	



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2:45 pm – 4:00 pm	<p>SESSION 3-1 Research Presentations IP & Appropriability <i>Chair: Alberto Di Minin</i></p> <p><u>Room: Silverado East</u></p>	<p>SESSION 3-2 Research Presentations Ecosystems <i>Chair: Tammy Madsen</i></p> <p><u>Room: Buena Vista / Sutter Home</u></p>
	<p>Appropriability Mechanisms, Openness and Firm Performance <i>Ioana Stefan and Lars Bengtsson</i></p> <p>Control Wanted? Source Choice and the Role of Free Revealing and Process Control in Open Innovation in Large Firms <i>Sabine Brunswicker and Mehdi Bagherzadeh Niri</i></p> <p>No Strings Attached: Novel Governance of 'Openness' and 'IP Control' in Industry-Public Research Relationships in the Healthcare Sector <i>Sabine Brunswicker and Alberto Di Minin</i></p>	<p>Exploring the Interplay of Industry Architectures and Outbound Open Innovation: Evidence from the Energy Industry <i>Monica Masucci and Stefano Brusoni</i></p> <p>Co-Creation of Culinary Experience in Open Innovation Ecosystems: Case Study of the Chez Panisse Ecosystem <i>Sohyeong Kim, Henry Chesbrough and Alice Agogino</i></p> <p>Ecosystem Dynamic Capabilities: Enabling Co-Innovation & Growth <i>Tammy Madsen and David Cruickshank</i></p>
4:00 pm – 4:30 pm	<p>Networking Break / Room Change <u>Room: Silverado East</u></p>	
4:30 pm – 5:15 pm	<p>Open Oenology: Envisioning the Future of the Wine Industry Moderated by Sohyeong Kim <u>Room: Silverado East</u></p>	
5:15 pm – 5:45 pm	<p>Closing Remarks by Joel West and Henry Chesbrough <u>Room: Silverado East</u></p>	



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6:00 pm – 7:00 pm	<p>Poster and Wine Reception Moderated by Joel West</p> <p><u>Room: Fairway Deck</u></p> <p>Open Innovation in SMEs: Exploring the Ecosystem <i>Marcel Bogers, Agnieszka Radziwon and Arne Bilberg</i></p> <p>The Role of Modularity in Innovation: Implications for Technology, Design, and Open Innovation <i>Marcel Bogers and Richard Tee</i></p> <p>Putting “Dumb Money” to Good Use? Corporate Venture Capital as a Complement to Internal R&D <i>Henry Chesbrough, Christopher Tucci and Vareska Van de Vrande</i></p> <p>Managerial Perceptions of Co-Creation <i>Nicholas Ind, Oriol Iglesias and Stefan Markovic</i></p> <p>Exploring the Scope of Open Innovation: A Bibliometric Review of a Decade of Research <i>Adrian Kovacs, Bart Van Looy and Bruno Cassiman</i></p> <p>Knowledge Co-Generation and Openness of Innovation Projects <i>Gilles Lambert and Véronique Schaeffer</i></p> <p>Winners, Losers and Non-Participants in Crowd Innovation Contests - The Role of Motivation, Creativity and Skills <i>Thomas Mack and Christian Landau</i></p> <p>Unbundling Open Innovation: Knowledge, Trajectory, Crowdsourcing and Co-Creation <i>Joseph Miller, John Angelis and John Ettlie</i></p> <p>Business Model Innovation in Emerging Markets — A Case Study of BYD from China <i>Xiaohong Iris Quan</i></p> <p>The Role of Local Subsidiaries in Open Innovation Practices in MNEs: The Case of Volkswagen in Spain <i>Maria Isabel Rodriguez, Francesco Sandulli and Jose Antonio Alfaro</i></p> <p>The Causes and Nature of Hindrances to Open Innovation in Banking <i>Patrick Schueffel</i></p> <p>How Open is Too Open? The ‘Dark Side’ of Openness Along the Innovation Value Chain <i>Theresa Veer, Annika Lorenz and Knut Blind</i></p>
7:00 pm – 9:00 pm	<p>Conference Dinner <u>Room: Vintner’s Court</u></p>



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DAY 2: Friday, December 5			
8:00 am – 8:30 am	Registration & Breakfast <u>Room: Fairway Deck</u>		
8:30 am – 10:00 am	Plenary & Showcase: <u>Room: Silverado East</u>		
	<p>Keynote Session: Ikujiro Nonaka (Hitotsubashi University): A Knowledge Maneuverability Perspective on Open Innovation</p> <p>Showcase Papers: <i>The Architecture of Evaluation Processes in Open Innovation Settings</i> by Christoph Hiennerth and Frederik Riar <i>The Role of Knowledge Governance in Open Innovation</i> by Nicolette Lakemond, Lars Bengtsson, Keld Laursen and Fredrik Tell <i>Inbound, Outbound and Coupled Open Innovation Practices in a Community Setting</i> by Jonathan Sims</p> <p>Keynote Session: Tango Matsumoto (Fujitsu): Open Innovation Journey of Fujitsu</p>		
10:00 am – 10:30am	Networking Break		
10:30 am – 12:00 pm	Solution Seeking Workshop <i>Chair: Frank Piller</i> <u>Room: Silverado East</u>		
	Scaling Up Your OI Initiative Natura Cosmetics <u>Room: Silverado East</u>	Establishing an OI Infrastructure Saudi Aramco <u>Room: Buena Vista / Sutter Home</u>	Facilitating an OI Ecosystem European Investment Bank <u>Room: Martini / Trefethen</u>
12:00 pm – 1:00 pm	Lunch <u>Room: Fairway Deck</u>		



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1:00 pm – 2:15 pm	<p>SESSION 4-1 Research Presentations Valuing Technology <i>Chair: Lutao Ning</i></p> <p>Room: Silverado East</p>	<p>SESSION 4-2 Research Presentations Innomediaries <i>Chair: Nadine Roijakkers</i></p> <p>Room: Buena Vista / Sutter Home</p>	<p>SESSION 4-3 Research Presentations OI and NASA <i>Chair: Jeffrey Davis</i></p> <p>Room: Martini / Trefethen</p>
	<p>Does Patenting Enable Open Innovation? An Empirical Analysis of New Entrants <i>Ann-Kristin Zobel, Benjamin Balsmeier and Henry Chesbrough</i></p> <p>Driving Collective Innovation at Allianz: The Role of an Idea Management Platform <i>Hind Benbya</i></p> <p>Open Innovation Through Licensing: The Role of Proximity <i>Lutao Ning, Yuandi Wang, and Jin Chen</i></p>	<p>The Underlying Mechanisms of Online Open Innovation Intermediaries <i>Tuba Bakici and Esteve Almirall</i></p> <p>Organizing Collaboration: The Costs of Innovative Search <i>Kathleen Diener, Dirk Lüttgens and Frank Piller</i></p> <p>Open Innovation Innomediaries: Exploring Managerial Barriers to Successful Collaborations <i>Nadine Roijakkers and Letizia Mortara</i></p>	<p>From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA <i>Hila Lifshitz-Assaf</i></p> <p>Out of Bounds: Remaking Multiplex Boundaries in a Megaproject <i>Renee Rottner</i></p> <p>Open Innovation at NASA: A New Business Model from Advancing Human Health & Performance <i>Jeffrey Davis, Elizabeth Richard and Kathryn Keeton</i></p>
2:15 pm – 2:30 pm	Coffee Break		



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2:30 pm – 3:30 pm	<p>SESSION 5-1 Research Presentations New Product Development <i>Chair: Bernadette A. Baumstark</i></p> <p><u>Room: Silverado East</u></p>	<p>SESSION 5-2 Research Presentations Public and Non-Profit Sector <i>Chair: Yun-Chu Wang</i></p> <p><u>Room: Buena Vista / Sutter Home</u></p>	<p>SESSION 5-3 Research Presentations Entrepreneurship & FabLabs <i>Chair: Joel West</i></p> <p><u>Room: Martini / Trefethen</u></p>
	<p>Heterogeneous Determinants of SMEs Growth. A Comparative Look at Open, Closed and User-Led Innovation Strategies in High Tech <i>Alberto Di Minin, Cristina Marullo and Andrea Piccaluga</i></p> <p>Collaborative Strategies for Open Innovation in Product Design <i>Giada Baldessarelli</i></p> <p>Barriers in Profiting from Inbound Open Innovation: A Contingency Approach of Organizational Design <i>Bernadette A. Baumstark</i></p>	<p>The Role of Public Policies in Supporting Open Innovation <i>Antonio Santos</i></p> <p>Managing Open Innovation With Public Partners: The Case Of Smart Cities <i>Francesco D. Sandulli and Alberto Ferraris</i></p> <p>How Nonprofit R&D Organizations are Designed to Achieve Open Innovation: The Case of Industrial Technology Research Institute (ITRI) <i>Yun-Chu Wang and Chyan Yang</i></p>	<p>A Cluster Analysis of Fab-Spaces' Business Model <i>Letizia Mortara and Nicolas Parisot</i></p> <p>Crowdsourcing Business Model Innovation <i>Florian Waldner and Marion Poetz</i></p> <p>How User Entrepreneurs Leverage Openness in 3D Printing <i>Simon Bock, Joel West and Anne Greul</i></p>
3:30 pm – 3:45 pm	Networking Break		



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3:45 pm – 5:00 pm	<p>SESSION 6-1 Research Presentations Crowdsourcing <i>Chair: Jennifer Woolley</i></p> <p><u>Room: Silverado East</u></p>	<p>SESSION 6-2 Research Presentations OI in Emerging Markets <i>Chair: Letizia Mortara</i></p> <p><u>Room: Buena Vista / Sutter Home</u></p>
	<p>Building Capabilities for Intermediary Mediated Crowdsourcing: A Microfoundational Perspective <i>Patrick Pollok, Luettgens Dirk and Frank Piller</i></p> <p>Finding the Crowdfunding Window Among 3D Printing Investors <i>Anne Greul, Joel West and Simon Bock</i></p> <p>Using Internet-Based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing <i>Tammy Madsen, Jennifer Woolley and Kumar Sarangee</i></p>	<p>Has Open Innovation Enhanced Firm Performance in an Economic Downturn? A Longitudinal Comparison Between the UK and Korea <i>Joon Mo Ahn, Letizia Mortara, and Tim Minshall</i></p> <p>Could the Beauty of a Firm Innovate? A Longitudinal Study of a Bottom-Up Implementation Strategy <i>Henry Lopez-Vega, Wim Vanhaverbeke, Adriano Jorge, Leonardo Garnica</i></p> <p>Open Innovation as a Response to Constraints and Risks: Evidence from China <i>Xiaolan Fu, Jizhen Li, Hongru Xiong and Henry Chesbrough</i></p>
5:00 pm – 5:15 pm	Room Change / Break	
5:15 pm – 6:00 pm	<p>Closing Plenary & Farewell</p> <p><u>Room: Silverado East</u></p>	
	<p>Closing Reflection: What Are Our Take-Aways from the WOIC? <i>Henry Chesbrough, Frank Piller, Chris Tucci & Joel West</i></p>	
6:00 pm	Conference Ends	