



WOIC 2017

4th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

GARWOOD CENTER FOR CORPORATE INNOVATION
HAAS SCHOOL OF BUSINESS, UC BERKELEY

Conference Program Overview | December 14-15, 2017 | #WOIC2017

Pre-Conference Event – Wednesday, December 13, 2017

10:00am-
3:00pm

NASA Visit (includes):

- *Executive Briefing*
- *Lunch*
- *Tour*
- *Transportation*

Event “Sold-Out”.

DAY 1: THURSDAY, DECEMBER 14, 2017

7:30am

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

Welcome Remarks & Keynotes

Room: Salon E

8:30am

Welcome: Henry Chesbrough, Faculty Director, Garwood Center for Corporate Innovation, Haas School of Business, UC Berkeley

9:00-
9:45am

Keynote Speaker #1: David Teece, Professor, Haas School of Business, UC Berkeley
Topic: Dynamic Capabilities in the Platform Economy

9:45-
10:30am

Keynote Speaker #2: Arati Prabhakar, former head of DARPA
Topic: From Great Science to Breakthrough Innovation

10:30-11:00am	Networking Break		
11:00am-12:30pm	Parallel Sessions #1		
<p style="text-align: center;">Practitioner Experience: (Company: Avery Dennison)</p> <p>Presenter: Max Winograd, Director, Open Innovation & Venture Investments <i>Room: Salon E</i></p>	<p style="text-align: center;">Session 1A: Open Policy & Governance I Chair/Discussant: Henry Chesbrough <i>Room: Salon A & B</i></p>	<p style="text-align: center;">Session 1B: OI Ecosystems I Chair/Discussant: Marcel Bogers <i>Room: Salon C & D</i></p>	<p style="text-align: center;">Session 1C: OI Communities & Users I Chair/Discussant: Jonathan Sims <i>Room: G & H</i></p>
<p>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.</p> <p>Challenge:</p> <ol style="list-style-type: none"> 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"? 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? 	<p>Advancing Open Innovation in Data-Driven Preventive Healthcare (<i>Marika Iivari, Minna Pikkariainen, Peter Ylén, Julius Francis Gomes and Jukka Ranta</i>)</p> <p>Outbound Open Innovation in the Public Sector: The Role of Intermediaries (<i>Göran Smith & Asif Akram</i>) — Finalist for Best Student Paper Award</p> <p>Open Innovation Challenges in SMEs a Target for EU Innovation Policy (<i>Chiara Eleonora De Marco, Irene Martelli and Alberto Di Minin</i>)</p>	<p>The Give and Take of Industry-Academia Partnerships. A Liminal Approach to Open Innovation (<i>Els De Maeijer, Tom Van Hout and Mathieu Weggeman</i>) — Finalist for Best Student Paper Award</p> <p>Innovation Intermediaries in Regional Innovation Systems (RIS): The Influence of RIS Stakeholders on their Organizational Roles (<i>Laura Kreiling, Sarah Serval, Raphaelae Peres and Ahmed Bounfour</i>)</p> <p>Capabilities Required for Integrating External Innovations within the Automotive Ecosystem: A Case Study of Volvo Cars (<i>Gergana Romanova, Kasper Rosenmejer and Vasiliki Baka</i>)</p>	<p>Sharing, Rivalry and Product Success in an Online Innovation Community (<i>Michael Stanko and Joel West</i>)</p> <p>Community-Based Foresight: Using Online Communities in the Front End of Foresight (<i>Michael A. Zeng, Reimo Jahn, Hans Koller and Ferdinand Gnad</i>)</p> <p>Motivating the Established, Deterring the New—The Divergent Effect of Platform Competition on Member Contributions in Digital Mapping Communities (<i>Abhishek Nagaraj and Henning Piezunka</i>)</p>

<p>Deliverables:</p> <ul style="list-style-type: none"> 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? <p style="text-align: center;"><u>Time Allocation:</u></p> <ul style="list-style-type: none"> A. Problem Statement Presentation by each organization - 10 min @ each table B. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min C. Recap by Table Rep: Recommendations Generated at Each Table – 20 min D. Recap by Session Moderator – 15 min 			
<p>12:30-2:00pm Networking Lunch</p>			
<p>2:00-3:30pm Parallel Sessions #2</p>			
<p>Practitioner Experience (Company: Enel) Presenter: Ernesto Ciorra, Chief Innovation Officer <i><u>Room: Salon E</u></i></p>	<p>Session 2A: Open Policy & Governance II Chair/Discussant: Alberto di Minin <i><u>Room: Salon A & B</u></i></p>	<p>Session 2B: OI Ecosystems II Chair/Discussant: Marcus Holgersson <i><u>Room: Salon C & D</u></i></p>	<p>Session 2C: Leveraging External Knowledge Chair/Discussant: John Hagedoorn <i><u>Room: G & H</u></i></p>
<p>Background: We are a multinational energy company and one of the world’s leading integrated electricity and gas operators. We work 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,</p>	<p>Nordic Open Innovation: Realizing the Potential (<i>Robert Strand</i>) — <u>Finalist for Best Emerging Scholar Paper Award</u></p> <p>Navigating Open Innovation under Institutional Influence: Lessons from China High-speed</p>	<p>Open Lab: Exploring Managerial Challenges of a Hybrid Open Innovation Intermediary (<i>Amadou Lo</i>)</p> <p>How do Companies Operationalise the Business Model Innovation Process for</p>	<p>Harnessing Adaptive Capacity to Close Pandora’s Box of Open Innovation (<i>Maral Mahdad, Chiara Eleonora De Marco, Alberto Di Minin and Andrea Piccaluga</i>) — <u>Finalist for Best Emerging Scholar Paper Award</u></p>

<p>specifically with regard 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. We launched our new global corporate identity on 26th January 2016 and simultaneously unveiled the new logos for Enel Green Power and Endesa.</p> <p>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.</p> <p>Challenge: “How could the open innovation approach help the transformation of a company towards a data driven organization?” (In any industry sector)</p> <p style="text-align: center;"><u>Time Allocation:</u></p> <ul style="list-style-type: none"> E. Problem Statement Presentation by each organization - 10 min @ each table F. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min G. Recap by Table Rep: Recommendations Generated at Each Table – 20 min H. Recap by Session Moderator – 15 min 	<p>Railway Industry (<i>Liang Mei</i>) — <u>Finalist for Best Emerging Scholar Paper Award</u></p> <p>Crowdsourcing without Profit: How Seeker Intent and Strategies Enable Open Social Innovation (<i>Krithika Randhawa, Ralf Wilden and Joel West</i>) — <u>Finalist for Best Student Paper Award</u></p>	<p>the Commercialisation to Commercialise Emerging Technologies? (<i>Serena Flammini, Tim Minshall, Charles Featherston and Letizia Mortara</i>)</p> <p>From Proprietary to Collective Governance: How Platform Participant Strategies Adapt (<i>Siobhan O’Mahony and Rebecca Karp</i>)</p>	<p>Leveraging External Knowledge: Organisational Antecedents and Moderators (<i>Nan Kyung Kim and Joon Mo Ahn</i>)</p> <p>Intrinsic Motivation: The Catalyst for Knowledge Sharing and Open Innovation (<i>Kaja Rangus, Alenka Slavec Gomezel and Darija Aleksić</i>) — <u>Finalist for Best Emerging Scholar Paper Award</u></p>
<p>3:30-4:00pm</p>	<p>Networking Break</p>		

4:00-5:30pm	Parallel Sessions #3		
Practitioner Experience: 1) Tech Mahindra and 2) Hygge Energy <i>Room: Salon E</i>	Session 3A: Policy Session Chair: Alberto Di Minin <i>Room: Salon A & B</i>	Session 3B: OI Strategy & Design I Chair/Discussant: Peter Gianiodis <i>Room: Salon C & D</i>	No Session 3C
<p>Tech Mahindra Presenter: Jagdish Mitra, Chief Strategy Officer</p> <p>Background: Tech Mahindra and ATT, 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. Our goal is to solve real business problems by leveraging ideas from everywhere, create new employment opportunities for young engineers and accelerate AI adoption. The goal is also to nurture an active, large ecosystem to sustain Acumos for the longer term.</p> <p>Challenge: We would like to explore how we should incentivize and capture business benefits for stakeholders (developers, open source community, enterprises, Tech Mahindra, ATT) using open innovation.</p> <p>Hygge Energy Presenter: Prateek Saxena, CEO</p> <p>Bakground: 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. Furthermore in a global economy developing nations need access to reliable energy in order to reduce poverty, improve health, increase productivity, enhance competitiveness and promote economic growth. We are creating an islanded solution that can provide</p>	<p>Boosting RTOs-Industry Collaboration (<i>Juan Antonio Tebàr, Centro para el Desarrollo Tecnològico Industrial - CDTI-Spain</i>)</p> <p>Programs to Enhance Start-ups/ Large Companies Collaboration (<i>Pascal Lagarde, bpifrance, France</i>)</p> <p>Open Innovation and Policy Labs. Engaging Regulatory Authorities in the Innovation Process (<i>Johan Lindberg, Vinnova, Sweden</i>)</p> <p>Ecosystems and platforms – the role of public organisation (<i>Heli Karjalainen, Tekes - Finland</i>)</p> <p>Setting up the European Innovation Council (<i>Alberto Di Minin, National Delegate in Horizon 2020, Italy</i>)</p>	<p>Appropriation Strategies in Open and Closed Innovation Environments (<i>Paavo Ritala and Pia Hurmelinna-Laukkanen</i>)</p> <p>Born Digital, Raised to be Open: Emergence of Open Innovation Strategy and Intellectual Property Strategy (<i>Marcus Holgersson and Sarah van Santen</i>)</p> <p>Open Service Innovation: Co-Production in Design and Delivery of Outcome-Based Contracts (<i>Marin Jovanovic, Ivanka Visnjic and Andy Neely</i>)</p>	

power to remote areas and smaller communities all the while being tied to the main grid and accessible to draw from in the event of increased demand or emergency. The introduction of Nested Microgrids integrated with the software platform of Microgrid as a Service into the main utility grid will help to alleviate the current issues surrounding security, mas outage from natural disaster, overloading from increased demand and accessibility to remote locations.

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.

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

Time Allocation:

- A. Problem Statement Presentation by each organization - 10 min @ each table
- B. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min
- C. Recap by Table Rep: Recommendations Generated at Each Table – 20 min
- D. Recap by Session Moderator – 15 min

5:30-6:00pm

Closing Remarks
Henry Chesbrough & Marcel Bogers
Room: Salon E

6:00-6:15pm	Poster Session Overview by Marcel Bogers & Jonathan Sims <u>Room: Salon E</u> Brief Overview by Poster Presenters			
6:15-7:15pm	Poster Sessions & Wine Reception Marcel Bogers & Jonathan Sims <u>Location: Salon F</u>			
	Poster Island I: Spatial Aspects of OI	Poster Island II: OI & Platforms	Poster Island III: Co-operation & Co-development	Poster Island IV: OI Adoption & Implementation
	<p>Human Agency, Open Innovation and Economic Development: A Behavioural Perspective on Regional Ecosystems (<i>Robert Huggins and Piers Thompson</i>)</p> <p>Spatial Distribution of Online Alternative Finance (<i>Mingfeng Lin and Bryan Zhang</i>)</p> <p>Public Policy for Open Innovation in a Moderate Innovator Country (<i>Antonio Santos</i>)</p>	<p>What's on their platforms? The case of brokers platforms in open innovation context (<i>El Mezouaghi Rajaa, and Belbaly Nassim</i>)</p> <p>Digital transformation and open innovation ecosystems in the film industry: The case of the Movieday platform (<i>Adriano Solidoro, Gianluigi Viscusi, and Christopher Tucci</i>)</p> <p>The impact of value dimensions and the moderating effects of social influence factors on word-of-mouth in person and on social networking sites (<i>Pablo Farías</i>)</p> <p>Open Innovation from The University Aspect: An Example from Turkey (<i>Cengiz Kaya, Volkan Özgüz, Ebru Ocak, Gözde K. Toköz, Selin S. Kürkçüoğlu, Mehmet Mermutlu</i>)</p>	<p>Supplier-Customer Co-Development Partnership Structures and New Product Success (<i>John Ettlie</i>)</p> <p>Open Coopetition: a research program (<i>Frédéric Le Roy, Henry Chesbrough, and Sea Matilda Bez</i>)</p> <p>Risk Sharing and Industry Capacity Building Through Research and Technological Organizations (<i>Antonio Santos and Ricardo Migueis</i>)</p>	<p>Proposition of assessment model for open innovation adoption capacity in SMEs (<i>Elodie Pillon, Mourad Messaadia, and Anne Louis</i>)</p> <p>Failure to Launch? The Challenge of Executing Open Innovation Successfully (<i>Anna Baranskaya, Henry Chesbrough and Serge Passolunaghi</i>)</p> <p>Long-Term Open Innovation: A Longitudinal Study of Firm Engagement with External Communities (<i>Jonathan Sims and Joel West</i>)</p>
7:15pm-7:30pm	<ul style="list-style-type: none"> • WOIC Academic Awards Presentations (Marcel Bogers & Jonathan Sims): Best PhD Student Paper & Best Emerging Scholar Paper • Conference Networking Dinner (Salon E) 			

DAY 2: FRIDAY, DECEMBER 15, 2017

8:30am	REGISTRATION: Location: 2nd Floor , San Francisco Airport Marriott Waterfront, 1800 Old Bayshore Highway, Burlingame, CA 94010			
Welcome & Keynotes Room: <i>Salon E</i>				
9:00-9:15am	Welcome: Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation UC Berkeley			
9:15-10:00am	Keynote Speaker #3: Bill Ruh, Chief Digital Officer, GE Topic: Digital Transformation			
10:00-10:45am	Keynote Speaker #4: Tom Kalil, former deputy director of the US Office on Science and Technology Policy Topic: Open Innovation in the Federal Government			
10:45-11:15am	Networking Break			
11:15am-12:45pm	Parallel Sessions #4			
	Practitioner Experience: (Company: BBVA) Presenter: Marisol Menendez Alvarez, Head of Open Innovation Room: <u>Salon E</u>	Session 4A: OI in the Public Sector Chair/Discussant: Maral Mahdad Room: <u>Salon A & B</u>	Session 4B: OI Strategy & Design II Chair/Discussant: Mike Stanko Room: <u>Salon C & D</u>	Session 4C: New Trends & Technologies Chair/Discussant: John Ettlie Room: <u>G & H</u>
	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	Open Challenge-Envisioning, Engaging and Executing Innovation Challenges in Public Services (<i>Bangalore Siddalingaswamy Kiran</i>) Institutional Quality and Open Innovation at the National Level (<i>Donghyuk Choi</i>)	Sustaining Corporate Acceleration Capacity: from a Unique Model to Key Strategic Paths (<i>Corentin Duvert and Sihem Ben Mahmoud-Jouini</i>) Organizing the Open: New Mechanisms of Organization Design in Open Innovation	Open Innovation Practices in Small and Medium-sized High-Tech Enterprises: The Role of Digital Media Technologies (<i>Marcel Drescher, Josephine Zorn, Oliver Mauroner and Reinhold Pabst</i>)

<p>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.</p> <p>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.</p> <p>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.</p> <p style="text-align: center;"><u>Time Allocation:</u></p> <ul style="list-style-type: none"> A. Problem Statement Presentation by each organization - 10 min @ each table B. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min C. Recap by Table Rep: Recommendations Generated at Each Table – 20 min D. Recap by Session Moderator – 15 min 	<p>Orchestrating Opportunity Exploration and Exploitation in Cities and Municipalities (<i>Sari Hirvonen-Kantola, Pia Hurmelinna-Laukkanen and Marika Iivari</i>)</p>	<p>Systems (<i>Ann-Kristin Zobel and Stephen Comello</i>)</p> <p>Opportunities for Cooperative Innovation Among Rivals (<i>Jennifer Kuan</i>)</p>	<p>A Survey of Blockchain Technologies for Open Innovation (<i>Josep Lluís De La Rosa, Victor Torres-Padrosa, Andrés el-Fakdi, Denisa Gibovic, Hornyák, O., Lutz Maicher, and Francesc Miralles</i>)</p> <p>Ten years of Open Innovation Benefits: A meta-analysis from 2007-2017 (<i>Rachid Oumlil, Hicham Faouzi and Carlos Juiz</i>)</p>
<p>12:45-2:15pm</p>	<p>Networking Lunch</p>		

2:15-3:45pm	Parallel Sessions #5		
<p align="center">Practitioner Experience: (Company: Johnson Controls) Presenter: Lenny Joseph, Global Vice President <i>Room: Salon E</i></p>	<p align="center">Session 5A: OI Communities & Users II Chair/Discussant: Joel West <i>Room: Salon A & B</i></p>	<p align="center">Session 5B: OI Strategy & Design III Chair/Discussant: Frank Piller <i>Room: Salon C & D</i></p>	<p align="center">Session5C: OI in Different Contexts Chair/Discussant: Pia Hurmelinna-Laukkanen <i>Room: G & H</i></p>
<p>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.</p> <p>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?</p> <p align="center"><u>Time Allocation:</u></p> <ul style="list-style-type: none"> A. Problem Statement Presentation by each organization - 10 min @ each table B. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min C. Recap by Table Rep: Recommendations Generated at Each Table – 20 min D. Recap by Session Moderator – 15 min 	<p>Open Innovation Through Industry Specific Makerspaces – Expectations of Makers and Companies for Fruitful Collaboration (<i>David Zakoth and Oliver Mauroner</i>)</p> <p>The Impact of Inbound and Outbound Open Innovation on Organizational Performance— The Moderating Effect of Conflict Management Styles (<i>Ting Wang, Jianlin Wu, Shulin Zhang and Jibao Gu</i>)</p> <p>Exploring the Characteristics of Bloggers and their Influence on Business Ecosystems: Open Innovation in the Fashion Industry (<i>Monika Hauck and Christoph Hienerth</i>)</p>	<p>Managing Collaborative R&D Projects with Different Types of Knowledge Sources (<i>Ana Paula Barbosa, Paulo Nascimento and David Tamoschus</i>)</p> <p>The Mirror Organization : A Specific Project Structure for Open Innovation Between Competitors (<i>Sea Matilda Bez and Frédéric Le Roy</i>)</p> <p>Learning-by-Exposure: A Strategic Use of Outbound Open Innovation for Enhancing Innovation Performance (<i>Shigemi Yoneyama, Isamu Yamauchi and Ayako Mitsui</i>)</p>	<p>Mergers & Acquisitions, R&D and Crowd Sourcing: Substitution or Complements? (<i>Peter Gianiodis, Rajendran Murthy and John Ettl</i>)</p> <p>Open Innovation in Family Firms. A Systematic Literature Review (<i>Katie Hyslop</i>)</p> <p>Harnessing the Wisdom of the Crowd in the Evaluation of Innovative Ideas (<i>Jingshu Du</i>)</p>

3:45-4:15pm	Networking Break		
4:15-5:45pm	Parallel Sessions #6		
Practitioner Experience: 1) Siemens and 2) Goodyear <u>Room: Salon E</u>	Session 6A: Meet the Editors Chair: Jonathan Sims <u>Room: Salon A & B</u>	Session 6B: OI Unconference Chair: Henry Chesbrough <u>Room: Salon C & D</u>	Session 6C: “Open Food Innovation” Chair: Marcel Bogers <u>Room: G & H</u>
<p>Siemens Presenter: Dr. ZuoZhi Zhao, CTO, Siemens Power & Gas</p> <p>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.</p> <p>Challenge: How to use open innovation community to help the company define and manage the future portfolio items more effectively?</p> <p>Goodyear Presenter: Dr. Surendra Chawla, Senior Director</p> <p>Background: How to use open innovation community to help the company define and manage the future portfolio items more effectively?</p> <p>Challenge: Goodyear has a range of innovation approaches addressing immediate and long-term</p>	<p>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.</p>	<p>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.</p>	<p>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.</p> <p>(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.)</p>

<p>objectives (Step / Jump / Leap/Tires & Beyond tires). Based on the information provided on these current innovation platforms leading to managed services:</p> <ol style="list-style-type: none"> 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? <p style="text-align: center;"><u>Time Allocation:</u></p> <ol style="list-style-type: none"> A. Problem Statement Presentation by each organization - 10 min @ each table B. Table Discussions: Practitioners & Researchers Engage @ each table - 40 min C. Recap by Table Rep: Recommendations Generated at Each Table – 20 min D. Recap by Session Moderator – 15 min 			
5:45pm	<p>WOIC Industry Award Presentations: Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation UC Berkeley Room: <i>Salon E</i> a) Start-Up Disruption Award, b) Business Model Transformation Award, and c) Distinguished Contribution to Leadership in Open Innovation</p>		
6:15pm	<p>Closing Remarks: Henry Chesbrough</p>		
6:45pm 7:00pm	<p>Closing Reception Introduction: Solomon Darwin Closing Reception: 2nd Floor Foyer</p>		

This program is subject to additional changes.