



WOIC 2018

5th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

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

Categories	Papers / Posters / Authors	WOIC Session (details will be provided in the final agenda)
Business Models	I am the Market – Designing Customer-Centric Business Models in the Age of Digitization (<i>Sebastian Kortmann, Ivanka Visnjic and Carsten Zimmermann</i>)	Poster Session 1
Platforms / Ecosystem	Getting the Most from Your Innovation Outpost: How Companies are Creating Value by Connecting with the World’s Most Vibrant Innovation Ecosystems (<i>Benoit Decreton, Jean-Marc Frangos, Lisa Friedman and Felipe Monteiro</i>)	Poster Session 2
	What Role Does Openness Play in The Value Creation Process? Innovation Development vs Commercialisation of emergent technologies (<i>Serena Flammini and Letizia Mortara</i>)	Poster Session 5
	Ecosystem development through value creation and capturing processes (<i>Agnieszka Radziwon</i>)	Session 1B
	Recipes for Success: Conditions for knowledge transfer across open innovation ecosystems (<i>Emily Bacon, Mike Williams and Gareth Davies</i>)	Session 4B
Crowd / Community	Value Capture in Open Innovation: The Perspective of Solvers in Crowdsourcing of Technical Problems (<i>Frank Piller, Kathleen Diener, Deborah Roberts, Dirk Lüttgens and Susanne Ollila</i>)	Session 2A
	Two types of openness to leverage user communities in the video game industry: Community sensing and product openness (<i>Peter Ek</i>)	Session 3B

IP	Finding your peers - towards the comparison of European knowledge transfer organisations (<i>Laura Kreiling</i>)	Session 4B
	An examination of the interplay between trust and contracts in open innovation projects (<i>Hanna Bahemia, Brian Squire, Jens Roehrich and Paul Cousins</i>)	Session 5B
Block Chain	Blockchain-enabled value creation between multiple parties. A transaction cost perspective (<i>Jessica Schmeiss, Jonas Kahlert and Robin Tech</i>)	Session 1A
AI	Loyal or Non-loyal? Using Machine Learning to Understand Customer Behavior in the Platform Economy (<i>Anssi Smedlund, Byron Graham and Mikko Hänninen</i>)	Session 1A
Digital Transformation	The Impact of Openness on Entrepreneurship in Times of Digital Transformation – Empirical Evidence from Micro-Enterprises in Rural India (<i>Jonas Soluk, Nadine Kammerlander and Solomon Darwin</i>)	Session 1A
	Information Management and Open Innovation Practices in the context of Digital Transformation (<i>Ana Clara Cândido and Cristina Sousa</i>)	Session 4A
Maker/ 3D	Innovation for the Rest of Us: The Impact of 3D Printing on Entrepreneurship (<i>Thierry Rayna and Ludmila Striukova</i>)	Poster Session 4
	Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network (<i>Ludmila Striukova and Thierry Rayna</i>)	Session 3B