Conference Theme:
“OPENING UP FOR MANAGING BUSINESS AND SOCIETAL CHALLENGES”
Location: Libera Università Internazionale degli Studi Sociali Guido Carli Viale Pola, 12 – 00198 Rome, Italy

PRE-CONFERENCE EVENT: WEDNESDAY, DECEMBER 11, 2019
2:00pm VISIT TO FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

DAY 1: THURSDAY, DECEMBER 12, 2019
8:00am REGISTRATION (2ND FLOOR, POLA CAMPUS FACULTY BUILDING)
CONTINENTAL BREAKFAST (SALA DELLE COLONNE)

WELCOME REMARKS & KEYNOTES ———— LOCATION: MAIN AUDITORIUM, 2ND 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.

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.
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.

10:45am  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)

Parallel Sessions #1

12:15pm  PRACTITIONER EXPERIENCE | COMPANY: SAP  LOCATION: MAIN AUDITORIUM, 2ND FLOOR

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 and creation of new business models to take advantage of or respond to disruptive opportunities to counter disruption. 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 regards to our large installed customer base. However, due to the high degree of uncertainty and the experiments-based approach, we see challenges

Challenge:
1. How can open innovation help in formulating an ongoing strategy that combines the interests of the customer and incentives of the sales organization?
2. Customers are not used to running experiments (but rather expect SAP to focus on continuous and adjacent innovation – Horizons 1 and 2); and
3. SAP sales organization is neither skilled nor incentivized to position such experiments (hard to explain a very new value proposition & lack of interest due to typically small deal sizes).

12:15pm  ACADEMIC SESSIONS

SESSION 1A: OPENING UP FOR MANAGING BUSINESS AND SOCIETAL CHALLENGES  LOCATION: ROOM 12, GROUND LEVEL

CHAIR/DISCUSSANT: MARCEL BOGERS

The Unsung Role Of Nonprofit Organizations In Value Creation: The Case of An Italian Food Bank (Antonio Daood 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? (Jaan-Pauli Kimpimäki, Iryna Maliatsina and Oskari Lähdeaho)
1:30pm

SESSION 1B: OPEN INNOVATION & DIGITAL TRANSFORMATION

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

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)

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

CHAIR/DISCUSSANT: HENRY CHESBROUGH

Reinventing Open Innovation In Large Pharmaceutical Companies: The Case Of Bayer AG (Wim Vanhaverbeke, Nadine Roijakkers, 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)

12:15pm

Parallel Sessions #2

2:30pm

PRACTITIONER EXPERIENCE | COMPANY: SALESFORCE

LOCATION: MAIN AUDITORIUM, 2ND FLOOR

CHARLIE ISAACS
CTO, Salesforce, Customer Connections

Salesforce has a rapidly growing base of customers who have successfully connected their products and devices to Salesforce: the Business Engine that Drives IoT. Salesforce is now rapidly expanding in Southeast Asia and is looking for new models and ecosystems approaches to create and capture value. However, Southeast Asia is a very different market from North American and Europe, where Salesforce has been strong.

Challenge:
1. How can Salesforce develop a dynamic Innovative Business Ecosystem utilizing an Open Innovation Platform to Expand Markets? What differences must Salesforce address in Southeast Asia?
2. 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?
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: MARCUS HOLGERSSON

Fifty Shades Of Innovation Ecosystem (Patrycja Klima)

National Innovation Systems Approach To Managing The Risks Of Open Innovation: A Critical Examination Of The United States Ecosystem (Ibrahim Shaikh) — Finalist for Best Student Paper 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 (Patryk 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, 2ND FLOOR

HEIDER CASTRO
Head of Service and Digitalization, Siemens Gas and Power

Siemens challenge is to improve their services to the Gas and Power industry through digitalization and ecosystem building that drive efficiencies.

Challenge:
How can Siemens Energy Italy Services create value to its customer by: a) leveraging IoT and digitalization; and b) creating a data-rich ecosystem through partners and alliances to expand markets? How should Siemens manage the high volume of data it will collect from its IoT? Which of these data should be shared openly, and which should be kept privately?
ACADEMIC SESSIONS

SESSION 3A: SHAPING INNOVATION ECOSYSTEMS

CHAIR/DISCUSSANT: ANN-KRISTIN ZOBEL

The Role of Ecosystem Actors in Shaping Innovation in Emerging Ecosystems (Paola Belingheri, Marco Carreras, Nina Hampi 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 Portefje Hjortør)

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

LOCATION: ROOM 10AB, GROUND LEVEL

SESSION 3B: COPING WITH OPEN INNOVATION THROUGH CULTURE & COGNITION

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 Prexi and Antje Gonera)

LOCATION: ROOM 11AB, GROUND LEVEL

SESSION 3C: KNOWLEDGE CHARACTERISTICS & SOURCING

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 Wörter Thomas Loilier) — Finalist for Kaja Rangus Emerging Scholar Award

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

LOCATION: ROOM 12, GROUND LEVEL

SESSION 3D: COMMUNITY, USERS & CROWDS

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

LOCATION: ROOM 13, GROUND LEVEL

5:30pm
CLOSING REMARKS (HENRY CHESBROUGH)

LOCATION: MAIN AUDITORIUM, 2ND FLOOR

6:00pm
POSTER SESSION OVERVIEW (ANN-KRISTIN ZOBEL)

LOCATION: MAIN AUDITORIUM, 2ND 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 Stoetttrup Schiøening Larsen, Casper Schou and Astrid Heidemann Lassen)

Value in Use And Value in Exchange in Open Innovations. The Case of 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)

LOCATION: SALA DELLE COLONNE
## 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 Azone) | How Open Innovation Can Support Business Model Innovation (Qinli Lu and Christopher Tucci) |

## POSTER ISLAND III: INTELLECTUAL PROPERTY PROTECTION


## POSTER ISLAND IV: OPEN INNOVATION ADOPTION & CAPABILITIES

| Open Innovation Capabilities and Informal Institutions’ Influence on Dynamic Capabilities In New Ventures (Karen Barranon, Sebastian Aparicio and David Urbano) | How Open is Innovation in German Enterprises? A Longitudinal Study Based on the German Innovation Survey (Hamdy Abdelaty) | Open Innovation Process Via Technology Transfer and Its Influence on Technological Innovations (Karina Sachpazidu-Wójcicka) | 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


## POSTER ISLAND VI: OPEN INNOVATION ACROSS INDUSTRIES & CONTEXTS

DAY 2: FRIDAY, DECEMBER 13, 2019

9:15am
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.

9:30am
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.
11:30am

ACADEMIC SESSIONS

SESSION 4A: BETTER POLICY FOR OPEN INNOVATION

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

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 Foeg 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: COOPERETION IN OPEN INNOVATION

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 Cooperative 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: TERRATIONS WITHIN INNOVATION ECOSYSTEMS

CHAIR/DISCUSSANT: AGNIESZKA RADZIWON

Innovation Management within Supply Chain Networks (Iryna Maliaetsina, 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)
ACADEMIC SESSIONS

SESSION 5A: R&D, PRODUCT DEVELOPMENT AND PERFORMANCE

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 the Cross-Functional Collaboration In the Early Stage of Innovation Affect the Decision to Develop A New Product? (Senda Fattoum Belkhouja and Corine Genet)—Finalist for Best Student Paper Award

SESSION 5B: OPEN INNOVATION AT A PROJECT LEVEL

CHAIR/DISCUSSANT: IVANKA VISNJIC

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 Nikolica Koporcic)

SESSION 5C: NEW CONTEXTS AND APPLICATIONS OF OPEN INNOVATION

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

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 Dedehayir, Muge Fialho Leandro Alves Teixeira and Liz Brogden)
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.

Editors of the Journal of Management Studies, Journal of Product Innovation Management, R&D Management, Industry and Innovation and Creativity and Innovation 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.

Open Innovation is becoming a more important topic, not only in teaching 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.

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.