



7th Annual World Open Innovation Conference

WOIC 2020

December 10 - 11, 2020

Virtual Conference is Pacific Standard Time (PST)

Conference Theme:

“LEADING THE RECOVERY: TURNING THREATS INTO OPPORTUNITIES WITH OPEN INNOVATION”

DAY 1: THURSDAY, DECEMBER 10, 2020

WELCOME REMARKS & KEYNOTES

8:00am

WELCOME



HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

BerkeleyHaas

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.

8:15am

KEYNOTE SPEAKER #1: “THE INVINCIBLE COMPANY: HOW TO CONSTANTLY REINVENT YOUR ORGANIZATION”



ALEXANDER (ALEX) OSTERWALDER

Co-Founder, Strategyzer

Strategyzer®

Dr. Alexander (Alex) Osterwalder is one of the world's most influential innovation experts, a leading author, entrepreneur, and in-demand speaker whose work has changed the way established companies do business and how new ventures get started. Ranked No. 4 of the top 50 management thinkers worldwide, Osterwalder is known for simplifying the strategy development process and turning complex concepts into digestible visual models. Together with Yves Pigneur, he invented the Business Model Canvas, Value Proposition Canvas, and Business Portfolio Map – practical tools that are trusted by millions of business practitioners from leading global companies.

8:45am

NETWORKING BREAK (SMALL GROUPS)

9:00am

INDUSTRY SESSION: THE VALUE OF OPEN INNOVATION ACROSS INDUSTRIES



MALLIK TATIPAMULA
CTO
Ericsson



PRITH BANERJEE
CTO
ANSYS



PETER COFFEE
Head of Open Innovation
Research, Salesforce



HANS-GEORG VON LEWINSKI
Senior Partner
Korn Ferry



PIYUSH MODI
Global Business
Development & Strategy,
Industrial Sector, Nvidia



Parallel Sessions #1

10:00am

INDUSTRY SESSION DISCUSSION - MODERATED BY SOLOMON DARWIN & JONATHAN SIMS

Academic-industry Conversations & overview of managerial implications in 2020 academic papers.



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.

BerkeleyHaas



JONATHAN SIMS

Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

Dr. Jonathan Sims is an Associate Professor of Strategic Management at Babson College, where he teaches business strategy courses at the undergraduate and MBA levels. He holds a Ph.D. in Management from the University of Texas at Austin, an MBA from the University of Maryland, and a BA in Political Science and Economics from Emory University. Jonathan's research and teaching programs lie at the intersection of strategy, entrepreneurship, and open innovation.

BABSON

10:00am

ACADEMIC SESSIONS

SESSION 1A: OPEN INNOVATION COMMUNITIES AND CROWDSOURCING STRATEGIES

CHAIR/DISCUSSANT: MARCEL BOGERS | MODERATOR: DIEUDONNEE COBBEN

Examining Crowdsourcing / M&A in Different Industries

John Ettlie, Rajendran Murthy: and Peter Gianiodis: Open Ambidexterity: Comparing Three Industries for M&A and Crowdsourcing Strategies

Solving Problems with Crowdsourcing

Damla Diriker: When the whole is greater than the sum of its parts: Solving wicked problems collaboratively through crowdsourcing

Rewarding User Innovation

Erdem Dogukan Yilmaz and Shanming Liu: Oscar Curse in the Open Innovation Community: The Effects of Discretionary Recognition Award on the Users' Subsequent Innovation Performance — *Finalist for Best Emerging Scholar*

SESSION 1B: OPEN INNOVATION ESTABLISHED PLATFORMS AND NEW VENTURES

CHAIR/DISCUSSANT: ANN-KRISTIN ZOBEL | MODERATOR: IOANA STEFAN

Capturing Value on OI Platforms

Anja Leckel, Krithika Randhawa and Frank Piller: Seekers' and solvers' platform design preferences for value creation and value capture on open innovation platforms: a choice experimental approach

Transforming an Industry through Platforms

Hong Hou, Qinli Lu: Transforming an industry as building a plane while flying it: The emergence of a multi-platform configuration— *Finalist for Best Student Paper Award*

Utilization of Open Innovation in Unicorn Startups

Xi Zhang, Raja Roy and Shanthi Gopalakrishnan: From Ugly Duckling to Swan: CVC, Open Innovation and the advent of unicorn ventures

11:00 am

NETWORKING BREAK (SMALL GROUPS)

Parallel Sessions #2

11:15am

ACADEMIC SESSIONS

SESSION 2A: OPEN INNOVATION AND APPROPRIATION STRATEGIES

CHAIR/DISCUSSANT: ALBERTO DI MININ | MODERATOR: NICOLA DEL SARTO

Applying Open Innovation to Business Strategy

Hamdy Abdelaty and Daniel Weiss: R&D capacity and Openness Strategy Paradox: The Moderating Role of the Appropriation Strategy — *Finalist for Best Emerging Scholar Award*

Enhancing Open Innovation to Business Strategy

Jialei Yang, Henry Chesbrough and Pia Hurmelinna-Laukkanen: How to appropriate value from general-purpose technology? Applying open innovation in business strategies

Managing Competitive Alliances

Mohammad Saleh Farazi, Paul Chiambaretto, Anne-Sophie Fernandez and Shanthi Gopalakrishnan: Is there a "Tipping Point" between cooperation and competition in cooperative alliances? — *Finalist for Best Emerging Scholar Award*

SESSION 2B: OPEN INNOVATION, ECOSYSTEMS AND SECRECY

CHAIR/DISCUSSANT: MARCUS HOLGERSSON | MODERATOR: AURELIA ENGELSBERGER

Opening up Business Models to Partners

David Sjödin, Vinit Parida and Ivanka Visjnic: Opening business models to ecosystem partners: How manufacturers orchestrate ecosystems in digitalization

Using Open Innovation in the COVID Crisis

Wei Liu, Ahmad Beltagui and Songhe Ye: Opening up to overcome crises: How exaptation contributes to open innovation ecosystems' response to COVID-19

Understanding Open Innovation and Secrecy

Jonathan Langlois, Sihem Ben Mahmoud-Jouini and Romaric Servajean-Hilst: Secrecy in Open Innovation and Open Innovation in Secrecy — *Finalist for Best Student Paper Award*

12:15pm

LUNCH / DINNER (SMALL GROUPS)

12:45pm

WOIC ACADEMIC AWARD PRESENTATIONS
BEST PHD STUDENT PAPER & BEST EMERGING SCHOLAR PAPER

1:15pm

VIRTUAL WINE RECEPTION (SMALL GROUPS)

DAY 2: FRIDAY, DECEMBER 11, 2020

WELCOME & KEYNOTES

8:00am

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.

8:15am

KEYNOTE #2: OPEN SCIENCE & THE DARK KINASE: INSIDE-OUT INNOVATION IN BIG PHARMA



Maryann Feldman

Professor, University of North Carolina at Chapel Hill

THE UNIVERSITY of NORTH CAROLINA

Maryann P. Feldman is the Heninger Distinguished Professor in the Department of Public Policy at the University of North Carolina, an Adjunct Professor of Finance at Kenan-Flagler Business School and a Research Director at UNC Kenan Institute of Private Enterprise. Her research and teaching interests focus on the areas of innovation, the commercialization of academic research and the factors that promote technological change and economic growth. Dr. Feldman is an editor of the journal, Research Policy.

8:45am

NETWORKING BREAK (SMALL GROUPS)

9:00am

CEO INDUSTRY SESSION: "LEVERAGING OPEN INNOVATION FOR DOING SOCIAL GOOD"



PREETHA REDDY
Vice-Chair
Apollo Hospitals Group



MR. R. MUKUNDAN
CEO,
Tata Chemicals Limited



LILA TRETIKOV
CTO,
Microsoft



KEITH STRIER
VP, Worldwide AI Nations
Initiatives, Nvidia



CHARLIE ISAACS
CTO, Customer
Connections, Salesforce,



Parallel Sessions #3

10:00am INDUSTRY SESSION DISCUSSION- MODERATED BY SOLOMON DARWIN & JONATHAN SIMS

Academic-Industry Conversations & Quick overview of managerial implications in 2020 academic papers.

10:00am "MEET THE EDITOR" SHARK TANK

Authors pitch their paper to a panel of journal editors who will then lead a virtual roundtable discussion with the authors of those papers they found most investible. Everyone is welcome to attend and join in the discussion.

SESSION 3A

Editors: *Journal of Management Studies, Industry and Innovation, IEEE Transactions on Engineering Management, Creativity and Innovation Management, R&D Management, International Journal of Innovation and Technology Management and Technology Forecasting and Social Change.*

CHAIR/DISCUSSANT: MARAL MAHDAD

MODERATOR: ROMARIC SERVAJEAN-HILST

Milena Leybold and Leonhard Dobusch: Organizing openness in (response to) Grand Challenges: The case of the Medicines Patent Pool — *Finalist for Best Student Paper Award*

Carl-Magnus von Behr and Tim Minshall: Partnership without pretence: Key learnings from the setup and management of disaster response manufacturing consortia in the COVID-19 crisis

Damla Diriker, Amanda Porter and Philipp Tuertscher: What Does It Take To Be Open? Sustaining Openness Through Closure In Open Organizing Initiatives

Divya Saxena, Snehal Awate, Ram Mudambi and Subodha Kumar: The role of suppliers in open innovation: A study of wind turbine industry

Jurgita Giniuniene, Agne Gadeikiene, Asta Pundziene and Rima Sermontyte-Baniule: Enhancing economic value from telehealth solutions through reconfiguring capabilities and open innovation

Hila Lifshitz-Assaf, Steven Randazzo and Jin Paik: End-starting innovation: how organizations accelerated their open innovation process in covid-19

Nicolò Cocchi, Clio Dosi and Matteo Vignoli: "TEN" Transform Emergency Now! - facing Covid-19 with Open and Frugal Innovation

Qinli Lu and Henry Chesbrough: Measuring open innovation practices: How Openness Relate to Firm Performance

Ioana Stefan, Pia Hurmelinna-Laukkanen and Wim Vanhaverbeke: Unravelling manifold competing demands in open innovation projects

Antonios D. Livieratos, George Tsekouras, Wim Vanhaverbeke and Antonios Angelakis: Disentangling the OI journey in SMEs through an attention-based view

SESSION 3B

Editors: *Journal of Product Innovation Management, Industrial Marketing Management, IEEE Transactions on Engineering Management, R&D Management, Special Issues in Technovation and R&D Management, Academy of Management Discoveries and California Management Review.*

CHAIR/DISCUSSANT: KRITHIKA RANDHAWA

MODERATOR: VIKRANT SIHAG

Olga Patel, Paul France and Sophia Grunin: Multidimensional evolution of open innovation practitioners' perspective

Ralf Wilden, Nidhida Lin, Jan Hohberger and Krithika Randhawa: How Middle Managers Source Open Innovation: An Experimental Study

Annabeth Aagaard, Oliver Gassmann and Fabien Rezac: Governing coupled process of open innovation in ecosystems: An explorative multiple-case study of large multinational companies

Krithika Randhawa, Ralf Wilden and Siegfried Gudergan: Enacting the Open Innovation Capability: How Managers Leverage Cognitive Coping Processes

Björn Wikhamn: Corporate innovation hubs as means for Open Innovation: Implication for public policy

Ibrahim Shaikh and Krithika Randhawa: Managing the risks and motivations of technology managers in Open innovation: Bringing corporate governance into focus

Ekaterina Albats: Platforms for university-industry knowledge transfer as complementors facilitating open innovation in the digital era

Kristoffer Holm and René Goduscheit: B2B-Blockchain: Transparency in Data-sharing as a Path to Open Innovation

Xiaohong Iris Quan and Max von Zedtwitz: No R&D No Problem – Case of PayPal

Chung-Lin Tsai: Analyzing Platform-based Ecosystem Orchestration: An Institution-based Perspective

Deborah Glassey-Previdoli, Riccardo Bonazzi, Fanny Vérolet and Jonatan Gretz: Visualizing Interactions Between Business Model Design and Ecosystem Innovation

Therese Figenschou, Jason Li-Ying and Marcel Bogers: Management of open innovation in the public sectorInnovation

Asta Pundziene, Shahrokh Nikou and Rima Sermontyte-Baniule: Open innovation application to digital transformation of healthcare services —how different open innovation strategies contribute to value-based digital healthcare service performance

Lukas Falcke, Stephen Comello and Ann-Kristin Zobel: How Open Innovation makes your Company Smart: A Framework for Integrating Digital Solutions from External Partners

Jadwiga Supryn: From offline to online: How effective is digital business strategy in creating and capturing value via the financial firm's digital architecture?

Patrick Figge, Lisa Kristina Wimbauer, Fabian Hans and Carolin Haeussler: Internal Crowds in the Shadow of the Organization: A Comparison of Co-Creation Behavior Inside and Outside of an Organization

Jung H. Kwon: Triple Benefits of Joining a Patent Alliance

11:30am

NETWORKING BREAK (SMALL GROUPS)

Parallel Sessions #4 ASYNCHRONOUS SESSION

Asynchronous pitches will be available to view in the conference app. Winners (videos with most votes) will present live during the conference. Below we list all papers for which asynchronous pitches are available.

11:45am

SESSION 4A

CHAIR/DISCUSSANT: MEHDI BAGHERZADEH
MODERATOR: QINLI LU

Dieudonnee Cobben, Ward Ooms, Nadine Roijakkers and Agnieszka Radziwon: Ecosystem Types: A Review On Boundaries and Goals

Metin Mustafa Karasazouglu, A.Nuri Basoglu and Eda Çorbacıoglu: Exploring Factors Affecting Successful Open Innovation Collaboration

Cristina Marullo, Joon Mo Ahn, Irene Martelli and Alberto Di Minin: How to measure openness? An Item Response Theory approach

Giovanni Caccavello: Innovation ecosystem multi-dialectics: The 'inno-pliance' contradiction and the future of Open Banking in the UK

Christian Hopp, Jermain Kaminski, Ward Ooms, Montserrat Prats-Lopez and Fenia Aivaloglou: Leaning out of the Ivory Tower: The role of heuristic and analytic cues in successfully raising research funds in crowdfunding of science

Francesco Cappa, Francesca Collevocchio, Raffaele Oriani and Enzo Peruffo: Performance Effects of Fintech M&A: First Insights

Ruirui Zhao, Agnieszka Radziwon, Kaige Xu and Yuming Zhang: The impact of Innovation Vouchers on Green Innovation efficiency

SESSION 4B

CHAIR/DISCUSSANT: IVANKA VISNJIC
MODERATOR: PAUL WIEGMANN

Tsung-Hsien Han, Huan-Wei Liang and Huang-Chi Sung: An entrepreneur's open innovation dilemma: to disclose or not to disclose?

Antonio Crupi, Alberto Di Minin, Letizia Mortara and Andrea Piccaluga: Learning by doing: The Role of Open Innovation Environments in Boosting Middle Managers Dynamic Capabilities

Chloé Alexandre, Aurélie Toillier and Sophie Mignon: Deconstructing the myth of development aid by assessing farmer organizations' capacity to innovate in open environments

Sandro Mendonça and Antonio Santos: Is Open Innovation (already) a classic research topic after all?

Helen Yu: 'The Good, The Bad and The Ugly': Legal Implications of Open Strategies Adopted by the World Health Organization to Combat COVID-19

Carene Tchuinou Tchouwo, Sophie Veilleux and Diane Poulin: Open innovation in international SMEs

Vincent Grèzes and Riccardo Bonazzi: Towards a Theory of Collaborative Innovation: The Emergence of the Three Doors Model

Eunice Mercado-Lara and Cesar Rentería-Marín: Towards An Understanding Of Open Innovation Ecosystems Dynamics: The Case of Montreal New Tech

Agnieszka Radziwon, Marcel Bogers, Henry Chesbrough, Anita McGahan and Timo Minssen: The Sky is the Limit – How to create new value from open innovation during the pandemic

Selma Oliveira and Sandro Trento: To what extent do open innovation practices of business incubators support the digital entrepreneurship in innovation ecosystem?

12:30pm

LUNCH / DINNER (SMALL GROUPS)

1:00pm

WOIC INDUSTRY AWARDS

1:30pm

CLOSING REMARKS: PROFESSORS HENRY CHESBROUGH & MARCEL BOGERS



HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

BerkeleyHaas

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.



MARCEL BOGERS

Professor of Open & Collaborative Innovation , Eindhoven University of Technology

TU/e Eindhoven University of Technology

Marcel Bogers is a Full Professor of Open & Collaborative Innovation at the Innovation, Technology Entrepreneurship and Marketing (ITEM) group at Eindhoven University of Technology (TU/e). He is also Affiliated Professor at the University of Copenhagen and Garwood Research Fellow at University of California, Berkeley.

Open Innovation Ecosystem



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