8:00am 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.

8:15am KEYNOTE SPEAKER #1: “THE INVINCIBLE COMPANY: HOW TO CONSTANTLY REINVENT YOUR ORGANIZATION”

ALEXANDER (ALEX) OSTERWALDER
Co-Founder, 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
**INDUSTRY SESSION DISCUSSION - MODERATED BY SOLOMON DARWIN**

**ACADEMIC - MANAGERIAL IMPLICATIONS - MODERATED BY 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.

**JONATHAN SIMS**
Associate Professor, Babson College

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.

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**SESSION 1A: OPEN INNOVATION COMMUNITIES AND CROWDSOURCING STRATEGIES**

**Examining Crowdsourcing / M&A in Different Industries**

**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

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**SESSION 1B: OPEN INNOVATION ESTABLISHED PLATFORMS AND NEW VENTURES**

**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

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**NETWORKING BREAK (SMALL GROUPS)**

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**Parallel Sessions #2**

**SESSION 2A: OPEN INNOVATION AND APPROPRIATION STRATEGIES**

**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 Chiambratto, Anne-Sophie Fernandez and Shanthi Gopalakrishnan: Is there a “Tipping Point” between cooperation and competition in coopetitive alliances? — Finalist for Best Emerging Scholar Award
DAY 2: FRIDAY, DECEMBER 11, 2020

8:00am  WELCOME & KEYNOTES

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

Maryann R 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,

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)

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 Visnjic: 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)
SESSION 3A


**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


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


**CHAIR/DISCUSSANT:** KRITHIKA RANDHAWA  
**MODERATOR:** VIKRANT SIHAG

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

Ralf Wilden, Nidthida 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

Kritika 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
**Parallel Sessions #4**

**CHAIR/DISCUSSANT: MEHDI BAGHERZADEH**  
**MODERATOR: QINLI LU**

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.

**SESSION 4A**

**CHAIR/DISCUSSANT: IVANKA VISNJIC**  
**MODERATOR: PAUL WIEGMANN**

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

**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

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

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

**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

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

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

**Patrick Figge, Lisa Kristina Wimbauer, Fabian Hans and Carolin Haeussler:** 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)**

**11:45am**

**SESSION 4B**

**CHAIR/DISCUSSANT: MEHDI BAGHERZADEH**  
**MODERATOR: QINLI LU**

**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

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

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

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

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

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

MARCEL BOGERS
Professor of Open & Collaborative Innovation, 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