



ST\_06-04

SIG

Web Address

## Open Innovation Innovation SIG

<http://www.euram-online.org/conference/2015/>

**Short  
Description**

The track aims to stimulate a discussion on the latest research insights in open innovation, especially with respect to methods, tools, competencies and measurements.

**Long  
Description**

"During the previous years, the interest in open innovation from academia and practice has been growing continuously. Within the open innovation framework, companies transfer knowledge they cannot leverage internally to the outside and use the knowledge produced by external organizations to advance their technologies and generate innovations internally. The fundamental principle of open innovation is simple in theory. In addition, there is compelling evidence that a respectable number of companies have been practicing



open innovation successfully. For many other companies, however, the journey toward open innovation is difficult because of many challenges and barriers. Activities such as internal and external knowledge exploitation and exploration call for different organizational capabilities that companies should build in order to be successful in their open innovation endeavors.

Open innovation should not be an end in itself; it is only a means to increase the company's innovativeness and performance. But the relationship between open innovation and financial performance is unclear. "It is difficult to find hard evidence that the benefits of open innovation outweigh its costs" (Lindegaard, 2010, p. 7). In order to capture the returns of open innovation, new measurement scales are required. Furthermore, more empirical research is needed to identify the costs of open innovation (Huizingh, 2010). In this regard, many questions are worth asking: how can we measure the success of open innovation? What are the metrics that can be used? What are the cost dimensions of pursuing open innovation? How can firms be sure that, by revealing their knowledge, they will not risk losing their competitive advantage? What are the human resource management principles that increase the likelihood that the open innovation endeavours of companies succeed?

So far, open innovation, has been studied extensively in the context of big manufacturing firms, but academia paid little attention to open innovation in Small and Medium Enterprises (SMEs) (van der Vrande et al., 2009). Especially for

SMEs, open innovation is a hard issue. SMEs lack resources and may find it difficult to make technological acquisitions from the outside.

Furthermore, the potential of open innovation has been neglected in the service sector, though services currently generate more than 70% of GDP in most of all developed countries. In attempt to fill this gap, Chesbrough (2011), in his book on open services innovation, shows the potential of openness in generating new and highly competitive services. This field of research is particularly important because of the relevance of the service sector in generating value and the potential of openness to accelerate the pace of service innovation. Since services are very human resource-intensive, the human resource management topic is even more important in open service innovation. In particular, researchers should investigate how organizations can make people at the front office become an effective source for innovations. The front office employees are in a continuous dialog with their customers, and therefore they should be trained and managed appropriately, so as to capture the customers' requirements that lead to the development of innovative services. In addition, the employees in the back office may require training with respect to open innovation, as they do not interact with end customers, but with other partners, which can also be valuable sources for innovations.

Open innovation poses many challenges on intellectual properties (IPs). In particular, in the context of open source innovation and open design, research on IP is still in its infancy. For instance, it is not clear under which IP conditions should firms open their designs to the external world? By opening their designs, firms can attract physically distributed developers, who can advance the firm's products and technologies. But, this can encourage free riders, in particular competitors, to imitate the innovation, or to combine it with other technologies and then distribute it, as it were a proprietary innovation. There are many other thinkable situations that illustrate IP concerns and difficulties due to open innovation.

The topics of interest include but are not limited to the following:

- The application of open innovation principles in SMEs,
- Open source innovation in software and physical products
- Open innovation in the service sector
- Scales & instruments for the measurement of open innovation benefits
- Open innovation and Solutions to IP issues
- Tools and methods for open innovation
- User-driven innovation and crowd sourcing
- The limits of open innovation
- Metrics and key measures for the analysis of open innovation endeavours
- Open innovation readiness and methods for Costs-Benefit analysis
- Beyond open innovation: What's the next paradigm in innovation?
- Open innovation in higher education institutions"

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<b>Keywords</b>	Open innovation	User innovation	Collaborative innovation
	Open source	Open innovation and IP issues	



## SUBMISSION GUIDELINES – EURAM 2015

### RULE OF 3

Note that you may be listed as an author or co-author on up to 3 submitted papers.

1. Each paper can only be submitted to ONE topic or track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2015 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free.
10. Submissions will be done on-line on the EURAM 2015 website, from **December 1st 2014 till January 13th 2015**
11. Only submissions in English shall be accepted for review.
12. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. The author(s) needs to plan to attend the conference for its entire duration. Individual requests to have a presentation scheduled on a specific date or session will not be taken into account.
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