

Day 1 Agenda: 25 June

09.30	<i>Coffee and Registration</i>
10.00	Welcome and Talk by Ben Martin: 20 Challenges for Innovation Studies
11.00	<p style="text-align: center;">First Plenary Session Chair: Ammon Salter</p> <ul style="list-style-type: none"> ❖ Alfonso Gambardella, Claudio Panico: <i>Closed or Open Models? Investigating the Governance of Open Innovation</i> ❖ Jingshu Du, Bart Leten, Wim Vanhaverbeke: <i>Does Open Innovation Improve the Performance of R&D Projects?</i> ❖ Alex Alexiev: <i>Firm Openness in the Pursuit of Exploratory Innovation: The Role of the Organization Information Environment</i>
12.30	<i>Lunch – Ground Floor Foyer</i>
13.30	<p style="text-align: center;">Second Plenary Session Chair: Henry Chesbrough</p> <ul style="list-style-type: none"> ❖ Andrea Mina, Elif Bascavusoglu-Moreau, Alan Hughes: <i>Open Service Innovation And The Firm's Search For External Knowledge</i> ❖ Rene Belderbos, Bruno Cassiman, Dries Faems, Bart Leten, Bart Van Looy: <i>Costs and Benefits of Open Innovation: Partner Heterogeneity in Technology Alliances</i> ❖ Ana Luiza de Araújo Burcharth, Mette Praest Knudsen, Helle Alsted Søndergaard: <i>Disentangling Open Innovation Practices, The Use Of Inter-Organizational Relationships And Their Mutual Impact On Innovation Performance</i>
15.00	<i>Coffee Break – Ground Floor Foyer</i>
15.30 - 17.30	<p style="text-align: center;">Third Plenary Session Chair: Wim Vanhaverbeke</p> <ul style="list-style-type: none"> ❖ Teppo Felin, Todd Zenger: <i>Open Innovation, Problem-Solving and the Theory of the Firm</i> ❖ Georg von Krogh, Martin Wallin, Jan Henrik Sieg: <i>A problem in becoming: How firms formulate sharable problems for innovation contests</i> ❖ Benedikt Langner, Victor Seidel: <i>Competing with friends: A field study of community-based competitions at Threadless and Local Motors</i> ❖ Katja Hutter, Johann Fuller, Carina Thurridl: <i>When the Crowd gets Messy – How to Avoid Open Innovation Disasters?</i>
18.30	<p style="text-align: center;">Poster Session and Conference Dinner</p> <ul style="list-style-type: none"> ❖ Karolin Frankenberger, Dirk Voelz, Oliver Gassmann: <i>Network Embeddedness and Performance of Open Innovation Initiatives: The Role Network Type</i> ❖ Rasmus Koss Hartmann, Christoph Hienerth: <i>Public Sector Organizations as ‘User Innovators’: Openness in the Development of Regulation Inside Government</i> ❖ Steven Casper, Marcela Miozzi: <i>Contracting for Innovation in Science Based Industry: the Evolution of Industry Partnerships with Universities</i> ❖ Gordon Müller-Seitz, Jorg Sydow: <i>Open Innovation at the Interorganizational Network Level – Collaborative Practices in a Semiconductor Industry Consortium</i> ❖ Massimo Colombo, Evila Piva, Francesco Rentocchini, Cristina Rossi-Lamastra: <i>Collaboration with the Open Source Community and Entrepreneurial Ventures’ Innovation Performance: The Depth and Breadth of Community Knowledge Leveraging</i> ❖ Lance Newey, Stephanie Schleimer: <i>Open but not Dynamic: How Open Innovation Differs as a Dynamic Capability Across Firms</i> ❖ Volker Nestle, Florian Täube: <i>Open Innovation in Clusters – Framework and Empirical Evidence on the Effects of cluster Management in R&D-Intensive Industries</i> ❖ Robin Teigland, Paul Di Gangi, Zeynep Yetis: <i>Setting The Stage: Exploring The Sustainability Of A Private-Collective Community</i>

Day 2 Agenda: 26 June

08.45	<i>Coffee</i>
09.15	<p style="text-align: center;">Fourth Plenary Session Chair: Joel West</p> <ul style="list-style-type: none"> ❖ John Hagedoorn, Ann-Kristin Ridder: <i>Open Innovation, Contracts, and Intellectual Property Rights: An Exploratory Empirical Study</i> ❖ Linus Dahlander, Henning Piezunka: <i>Cultivating Openness Through Relationships With Communities</i> ❖ Frank Piller, Christoph Ihl, Philipp Wagner: <i>Organizing for Open Innovation - Aligning Internal Structure and External Knowledge Sourcing</i>
10.45	<i>Coffee Break – Ground Floor Foyer</i>
11.00	<p style="text-align: center;">Fifth Plenary Session Chair: Henry Chesbrough</p> <ul style="list-style-type: none"> ❖ Keld Laursen, Ammon Salter: <i>The Paradox of Openness: Appropriability and the Use of External Sources of Knowledge for Innovation</i> ❖ Andy Cosh, Joanne Zhang: <i>Ambidexterity and Open Innovation in Small and Medium Sized Firms</i> ❖ Letizia Mortara, Simon Ford, Tim Minshall, David Probert: <i>Inbound Open Innovation: a Technology Acquisition Process Model</i>
12.30	<i>Lunch – Ground Floor Foyer</i>
13.15	<p style="text-align: center;">Sixth Plenary Session Chair: Joel West</p> <ul style="list-style-type: none"> ❖ Cord Grünewald, Cornelius Herstatt: <i>Control vs. Grow: The Influence of Selective Openness on Motivation and Perceived Fairness in Open Innovation Communities</i> ❖ Massimo Colombo, Evila Piva, Cristina Rossi-Lamastra: <i>Collaborations with the Open Source Community and SMEs</i> ❖ Joachim Henkel, Simone Schoberl, Oliver Alexy: <i>The Emergence of Openness: How Firms Discover and Intensify Engagement in Selective Revealing</i>
14.45	<i>Coffee Break – Ground Floor Foyer</i>
15.05	<p style="text-align: center;">Seventh Plenary Session Chair: Ammon Salter</p> <ul style="list-style-type: none"> ❖ Marcel Bogers, Joel West: <i>Innovation Beyond the Firm: Integrating Distributed Perspectives on Innovation Creation and Commercialization</i> ❖ Henry Lopez Vega, Frederik Tell, Wim Vanhaverbeke: <i>Intermediated External Knowledge Acquisition: The Knowledge Benefits and Tensions</i> ❖ Henry Chesbrough, Eric Chen: <i>The Recovery of Abandoned Compounds: A Proposal for Constructing a Platform for Secondary Markets in Pharmaceutical Drug Development</i>
16.35	Conclusion and Advice for the Special Issue (All Editors)
17.00	Conference Ends

Delegate List

Name	Organisation
Alexander Alexiev	VU University
Oliver Alexy	Imperial College London
Elif Bascavusoglu-Moreau	UK~IRC and University of Cambridge
Marcel Bogers	University of Southern Denmark
Adnan Boustany	
Henry Chesbrough	University of California, Berkeley
Bart Clarysse	Imperial College London
Massimo Colombo	Politecnico di Milano
Andy Cosh	UK~IRC and University of Cambridge
Rosa Fernandez	Department for Business, Innovation & Skills
Karolin Frankenberger	Universität St Gallen
Johann Füller	Innsbruck University
Annabelle Gawer	Imperial College London
Cord Grünewald	Hamburg University of Technology
John Hagedoorn	Maastricht University
Joachim Henkel	Technische Universität München
Alan Hughes	UK~IRC and University of Cambridge
Katja Hutter	Innsbruck University
Christoph Ihl	RWTH Aachen University
Zafeira Kastrinaki	Imperial College London
Rasmus Koss Hartman	Copenhagen Business School
Benedikt Langner	University of Oxford
Keld Laursen	Copenhagen Business School
Bart Leten	Katholieke Universiteit Leuven
Ian Ley	Cass Business School
Cher Li	UK~IRC and Imperial College London
Henry Lopez-Vega	ESADE Business School
Ben Martin	University of Sussex
Andrea Mina	UK~IRC and University of Cambridge
Tim Minshall	UK~IRC and University of Cambridge
Marcela Miozzo	University of Manchester
Letizia Mortara	University of Cambridge
Gordon Müller-Seitz	Freie Universität Berlin
Emily Nott	Technology Strategy Board
Claudio Panico	Bocconi University
Markus Perkmann	Imperial College London
Henning Piezunka	Stanford University
Frank Piller	RWTH Aachen University
Mette Praest Knudsen	University of Southern Denmark
Allyson Reed	Technology Strategy Board
Ann-Kristin Ridder	Maastricht University
Andrew Rose	Department of Science, Information Technology, Innovation & the Arts

Jan-Michael Ross	Imperial College London
Cristina Rossi-Lamastra	Politecnico di Milano
Ammon Salter	UK~IRC and Imperial College London
Stephanie Schleimer	Griffith University
Victor Seidel	University of Oxford
Jeremy Spandler	Economic and Social Research Council
Theoni-eirini Symeonidou	Imperial College London
Florian Taeube	EBS Business School
Robin Teigland	Stockholm School of Economics
Anne ter Wal	Imperial College London
Nelli Theyel	University of Cambridge
Bart Van Looy	Katholieke Universiteit Leuven
Wim Vanhaverbeke	Hasselt University
Georg von Krogh	ETH Zurich
Martin Wallin	ETH Zurich
Joel West	Keck Graduate Institute
Todd Zenger	Washington University
Joanne Zhang	UK~IRC and University of Cambridge

Organiser Biographies

Henry Chesbrough - Henry is an Adjunct Professor and Executive Director of the Garwood Centre for Corporate Innovation and Centre for Open Innovation at Haas School of Business. His research focuses on organising, structuring, and managing internal and external research and development; technology-based spinoffs and corporate venture capital; intellectual property, and comparative industry evolution in high-technology industries between the US, Japan, and Western Europe.

Ammon Salter, UK~IRC and Imperial College London – Ammon is Professor of Technology and Innovation Management at Imperial College London and Research Director of the UK~IRC. His main research interest is the management of technological innovation, examining how organisations can harness external networks to help them innovate more successfully. He is also the UK representative on the EU Commission's High Level Panel on Measurement of Innovation, developing a second headline target indicator for Europe 2020.

Joel West, Keck Graduate Institute - Joel is Professor of Innovation & Entrepreneurship at the Keck Graduate Institute, one of the seven Claremont Colleges. Major areas of interest include entrepreneurial opportunities due to technological change; innovation adoption strategies, particularly related to open innovation; clean technologies, particularly renewable energy such as solar and biofuels; product strategies in the IT industry, including product compatibility standards, the growth of open source and free software and wireless telecommunications.

Wim Vanhaverbeke, Hasselt University - Wim studied philosophy and economics at the Catholic University of Leuven and obtained a DBA at the IESE-business school in Barcelona in 1995. He is currently Professor Strategy & Organisation at the Hasselt University (Belgium) in the Department of Business Studies and is appointed as visiting professor "Open innovation" at ESADE (Spain) and the Vlerick Leuven Gent School of Management (Belgium). His research focuses on alliances and acquisition of external technological capabilities; alliance management, as well as new business development and corporate venturing.

Welcome Talk: Ben Martin, University of Sussex - The 20 Challenges for Innovation Studies

Abstract: The field of innovation studies is now approximately half a century old. The occasion has been marked by several studies looking back to identify the main contributions and advances we have made. In this paper, starting from a list of 20 major advances over the field's history, I propose 20 challenges for coming decades. In 1900, David Hilbert compiled a list of 23 unsolved mathematical problems that had a profound influence on mathematicians over the 20th Century. The intention here is to prompt a debate among the innovation studies community on what are, or should be, the key challenges for us, and on what sort of field we aspire to be.

Biography: Ben is Professor of Science and Technology Policy Studies at SPRU, where he served as Director from 1997 to 2004. He is also an Associate Fellow at the Centre for Science and Policy (CSaP), and a Senior Visiting Fellow at the Centre for Business Research, University of Cambridge. He has over 30 years research experience in the field of science policy, recently looking at the benefits of government-funded basic research, the changing nature and role of the university, and the evolution of the field of science policy and innovation studies. Recently, he chaired an ESF panel on creating a research output database for the social sciences and humanities, was a member of the Royal Society 'Fruits of Curiosity' Group on the economic and social value of science, and served as Specialist Adviser to the House of Lords Select Committee on Science and Technology. He is Editor of *Research Policy*, and the 1997 winner of the de Solla Price Medal for Science Studies.

About the Special Issue

This special issue focuses on the opportunities that accrue to the firm by broadening the innovation process beyond the boundaries of the firm. Since 2003, interest in open innovation has increased dramatically among managers and researchers, and many leading firms have experimented with new ways of engaging external actors in their innovation efforts. These efforts view innovation as not just a technical activity, but as an ongoing business mindset that utilises external markets to provide purposive inflows and outflows of innovation from the firm, aligned to its business model.

Research on open innovation builds on and extends the rich history of research on the external face of innovation, bringing renewed attention to the ways firms engage with their external environment to develop and commercialise ideas. This focus on open innovation takes innovation out of centralised R&D laboratories and anchors it in more distributed models of innovation. It highlights two aspects of innovation, an outside-in perspective that reaches out to R&D consortia, university-industry relations, innovation communities, outsourcing and virtual organizations, and also the role of users in shaping innovative outcomes. It also examines inside-out pathways that commercialise un- and under-utilised knowledge and technology inside organisations through external paths to market. Taken together, open innovation brings extra attention to how organisations proactively reshape their relationships to external actors, unlocking new pathways to create value from what they know and can do.

This special issue seeks to break new ground in our understanding of the rich and varied dimensions of open innovation. We seek to publish papers that provide new theoretical and empirical insights into open innovation, including research that informs managerial practice. We welcome papers that seek to place open innovation in historical context and that seek to critically challenge and extend our understanding of this important area.

Papers on other topics related to innovation beyond the boundaries of the firm are also welcome. Both quantitative and qualitative studies are welcome.

Submitting Papers to the Special Issue

Papers should conform to the formatting and length requirements of *Research Policy*. For information regarding the *Research Policy* editorial requirements, see the journal's author guidelines. All submissions and reviews after the conference will be managed through the *Research Policy* manuscript system. Editorial decisions will be made by the guest editors and lead editor, subject to RP's conflict of interest policies. Papers will be submitted using the standard RP submission page.

Schedule

- August 31, 2012: Submission of full papers to *Research Policy*
- Late 2013: Intended publication of special issue

Because of the accelerated schedule, authors hoping to participate in the special issue need to meet all deadlines.

Further Information

Questions about possible topics (or other issues) related to the conference and special issue should be sent to oi2013@kgi.edu or any of the special issue guest editors:

- Henry Chesbrough, University of California, Berkeley; ESADE
- Ammon Salter, Imperial College London
- Wim Vanhaverbeke, University of Hasselt; ESADE; Vlerick Business School
- Joel West, KGI – Keck Graduate Institute of Applied Life Sciences

The UK~IRC and Academia

The UK~IRC is a cutting-edge collaboration between two of the UK's leading universities - the University of Cambridge and Imperial College London - both leaders in the study of innovation. The Centre unites leading academics from both institutions to understand and advance the relationship between academia and policy. The UK~IRC is co-funded by the Department for Business Innovation and Skills (BIS), the Economic and Social Research Council (ESRC), the National Endowment for Science, Technology and the Arts (NESTA) and the Technology Strategy Board (TSB).

Our Research Programme

We have four focused topics addressing key challenges in current innovation research:

- Service Innovation and Innovative Performance at the Sector Level
- Managerial and Strategic Business Practices and Open Innovation
- On-line Communities and the Dynamics of Distributed Innovations
- How Does the Evidence Base Influence Innovation Policy?

This work is communicated through the UK~IRC's public face, the *Knowledge Hub*.

In 2011-2012 we produced:

- 12 books/official reports/policy submissions
- 10 book chapters
- 34 journal articles published in *California Management Review*, *Journal of Management Studies*, *Research Policy*, *Strategic Entrepreneurship Journal* and *Academy of Management Journal*
- 28 working papers
- Nearly 100 presentations at major conferences and activities, including the Academy of Management, DRUID, American Association of Geographers, Global Economic Symposium (Kiel), BIS, University of Auckland, Mexico City Science and Innovation Week, US Industry Fellows Forum and Intellectual Property Office.

We've run or sponsored the following major conferences:

- *DRUID Academy Winter Conference 2012*, the University of Cambridge
- *Innovation Summit 2011: Growing Through Innovation*, IBM Hursley
- *Innovation Summit 2010: Re-Thinking the Impact of Innovation*, the University of Cambridge
- *DRUID Society Summer Conference 2010*, Imperial College London
- *4th Global Entrepreneurship Research Conference 2010*, Imperial College London
- *Comparative Analysis of Enterprise Data and COST Conference 2010*, Imperial College London

In the 2011-2012 we attracted around **70** external presenters to our conferences and events, representing over **50** institutions from business, academia and policy communities. These include speakers from Boeing UK, IBM, Pfizer, BIS, NESTA, TSB, Cass Business School, University of California, UKTI and Philips.

The Innovation Studies Centre

**Imperial College
London**

The Innovation Studies Centre (ISC), led by Professor David Gann, was established in 2003 and is funded by the Engineering and Physical Sciences Research Council (EPSRC). It conducts research on the innovation process from knowledge creation to commercialisation. A core grant in the Innovation & Entrepreneurship Group, it influences policy and practice by working at the inter-face of science, engineering and business management.

Through six research themes, the ISC's multi-disciplinary team focuses on how innovation happens, the management of technological and organisational change, and the social and economic consequences of innovation. The ISC acts as an intellectual fly-wheel by developing new research projects, programmes and centres through working closely with government and industry to provide advice on the development of policy and strategy.

Its mission is to be an international centre of excellence in innovation studies and entrepreneurship; to influence policy and practice by working at the interface of science, engineering and business management through research, teaching and practice.

www.imperial.ac.uk/innovationstudies

Haas School of Business, University of California, Berkeley

University of California
Berkeley
Haas School of Business

Led by Dean Rich Lyons, the Haas School of Business at the University of California Berkeley is the second-oldest business school in the United States, and one of the world's leading producers of new ideas and knowledge in all areas of business. Two of its faculty members received the Nobel Prize in Economics with the past 15 years.

The school's mission is to develop innovative business leaders - individuals who redefine how we do business by putting new ideas into action in all areas of their organizations, and who do so responsibly. The school's distinctive culture is defined by four defining principles:

- Question the status quo
- Confidence without attitude
- Students always
- Beyond yourself

<http://haas.berkeley.edu/index.html>