



**19th Open and User Innovation Conference**  
**Book of Abstracts**

**June 20-21, 2022**

**Virtual**

***ETH*** zürich

# Proceedings of the 19th International Open and User Innovation Conference

Virtual, June 20-21, 2022

## Organized and edited by

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## Co-created by

You – OUI 2022 participants from all over the world

## Endorsed by

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## Escaping the company bubble: A cross innovation model

Jutta Wirth (Rhine-Waal University of Applied Sciences), Kathrin Weidner (Rhine-Waal University of Applied Sciences), Karsten Nebe (Rhine-Waal University of Applied Sciences) First Author = Presenter

### Research Plan Presentation

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*Keywords: Cross innovation, innovation management, design thinking, open innovation, Life cycle model for Cross Innovation*

Interactions beyond industry boundaries in which innovation is created through existing knowledge and is transferred from one industry to another industry is referred to as cross industry innovation. Cross innovation is a potential key specifically for Small Medium Sized companies (SMEs), which do not have the resources for sufficient own innovation to stay competitive in an ever changing market. Yet, little is known about what facilitates such cross innovation across firms, which may protect own innovations from being used by competitors. Motivated by the high practical relevance of the topic we here defined a theoretical life cycle model for cross industry innovation for SMEs. Our model comprises eight stages with related aims, inputs, outputs, and methods to the Cross Industry Innovation (CII) process and illustrate a path to cross innovation. The stages are defined as follows: Actor-Commitment, Actor-Target Match, Context & Problem, Discovery (adaption), Explore & Define, Evaluate & Validate, Develop & Test, and Deliver & Listen. Additionally, our model contains the stage zero for Community Building & Market Screening as an ongoing process through all stages. We also integrate various definitions for CII in our working definition for a better explanation of our research outcomes. This XI -life cycle model thus represents a holistic view including all stages, which are needed to implement CII in a systematic way into business. Moreover, we have identified several workshop techniques from classic innovation processes that are useful in a multidisciplinary environment. Many of the selected workshop methods belong to the Design Thinking approach that is used to solve problems, develop new ideas and puts the customer or user at the centre of the effort. These workshop formats are mapped to the different phases in the model and are suitable to combine activities in strategic management or business development of the CII implementation.

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## Conference Program

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## Monday, June 20, 2022

14:30-14:45 CET / 8:30 EDT

### Welcome to OUI 2022

14:45-15:15 CET / 8:45-9:15 EDT

### Speednetworking

5 min break

15:20-16:20 CET / 10:20-11:20 EDT

### Plenary Session A: Problem Solving

**Nik Franke** (WU Vienna)

**Shannon Heald** (University of Chicago)

**Eric von Hippel** (MIT Sloan)

Chair: **Georg von Krogh** (ETH Zurich)

5 min break

16:25-17:40 CET / 10:25-11:40 EDT

### Parallel Paper Sessions

**1A AI-assisted Idea Search**  
Chair: Nik Franke (WU Vienna), co-chair: Klaus Marhold (WU Vienna)

**1B Open Innovation and Crowdsourcing Frontiers**  
Chair: Christian Lüthje (TUHH), co-chair: Emil Herrling (TUHH)

**1C Open Innovation and Governance**  
Chair: Andrew Torrance (University of Kansas)

5 min break

17:45-19:00 CET / 11:45-13:00 EDT

### Parallel Paper Sessions

**2A Crowdsourcing Processes**  
Chair: Nik Franke (WU Vienna), co-chair: Jakob Pohlisch (WU Vienna)

**2B User Innovation Frontiers**  
Chair: Cornelius Herstatt (TUHH), co-chair: Moritz Göldner (TUHH)

**2C Ecosystem Orchestration and Platforms**  
Chair: Johann Füller (Hyve)

5 min break

19:05-20:05 CET / 13:05-14:05 EDT

### Plenary Session B: Open and User Innovation Processes

**Carliss Baldwin** (Harvard Business School)

**Jana Gallus** (UCLA)

**Pamela Hinds** (Stanford University)

Chair: **Ruth Stock-Homburg** (TU Darmstadt)

20:05-20:35 CET / 14:05-14:35 EDT

### Speednetworking

## Tuesday, June 21, 2022

14:30-14:40 CET / 8:30 EDT

### Introduction to the day

14:40-15:40 CET / 08:40-9:40 EDT

### Plenary Session C: Governance and Societal Challenges

**Hila Lifshitz-Assaf** (New York University)  
**Pedro Oliveira** (Copenhagen Business School)  
**Robert Riener** (ETH Zurich)  
Chair: **Thomas Maillart** (University of Geneva)

15:40-16:10 CET / 9:40-10:10 EDT

### Speednetworking

5 min break

16:15-17:30 CET / 10:15-11:30 EDT

### Parallel Paper Sessions

**3A Problem-Solving**  
Chair: Eric von Hippel  
(MIT), co-chair:  
Ana Orelj (University of  
Iceland)

**3B Dynamics of Innovation  
Frontiers**  
Chair: Tom Grad (CBS),  
co-chair: Carliss Baldwin  
(HBS)

**3C UI in Healthcare and  
Crowdsourcing Science**  
Chair: Pedro Oliveira  
(CBS)

17:30-18:00 CET / 11:30-12:00 EDT

### Speednetworking

5 min break

18:05-19:20 CET / 12:05-13:20 EDT

### Parallel Paper Sessions

**4A Idea Evaluation**  
Chair: Shannon Heald  
(UChicago), co-chair:  
Yena Kim (UChicago)

**4B Open Source Frontiers**  
Chair: Frank Piller  
(RWTH Aachen), co-  
chair: André Amft  
(RWTH Aachen)

**4C User Innovation, Social  
Welfare and Resilience**  
Chair: Katherine  
Strandburg (NYU), co-  
chair: Charles Weber  
(Portland State  
University)

5 min break

19:25-19:40 CET / 13:25-13:40 EDT

### Closing and raffle draw

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## **Abstracts of Presentations**

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## **Track A: Problem Solving**