8TH Annual World Open Innovation Conference

WOIC 2021

9-10 December 2021 | Eindhoven, The Netherlands

 www.worldopeninnovation.com

Conference Theme:

"BUILDING SUCCESFUL ECOSYSTEMS THROUGH OPEN INNOVATION"

Location: Online in Gather.Town. Hosted by the High Tech Campus Eindhoven

CONFERENCE DAY 1: THURSDAY, DEC 9, 2021

Time		Location in Gather.Town
12:30 – 13:00	Meet & greet	Lobby & lake
13:00 – 13:15	Welcome by Marcel Bogers & John Jorritsma	Auditorium
13:15 – 14:00	Keynotes by Hans Hofstraat & Carmen van Vilsteren	Auditorium
14:00 – 14:30	Networking break	Lobby & lake
14:30 – 15:30	Parallel sessions 1: paper presentations	Breakout rooms
15:30 – 16:00	Networking break	Lobby & lake
16:00 – 17:00	Parallel best practice sessions	Breakout rooms
17:00 – 17:30	Networking break	Lobby & lake
17:30 – 18:00	Keynote by Henry Chesbrough	Auditorium
18:00 – 18:15	Closing remarks by Robert-Jan Smits	Auditorium
18:15 – 18:30	Award session by Marcus Holgersson	Auditorium
18:30 – 19:00	Networking	Lobby & lake
19:00	End of day 1	

CONFERENCE DAY 2: FRIDAY, DEC 10, 2021

Time		Location in Gather.Town
12:30 – 13:00	Meet & greet	Lobby & lake
13:00 – 13:15	Welcome by Marcel Bogers	Auditorium
13:15 – 14:00	Practitioner experience interactive panel	Auditorium
14:00 – 14:30	Networking break	Lobby & lake
14:30 – 15:30	Parallel sessions 2: paper presentations	Breakout rooms
15:30 – 16:00	Networking break	Lobby & lake
16:00 – 17:00	Parallel sessions 3: paper presentations	Breakout rooms
17:00 – 17:30	Networking break	Lobby & lake
17:30 – 18:15	Keynotes by Carliss Baldwin & Focco Vijselaar	Auditorium
18:15 – 18:30	Closing session	Auditorium
18:30 – 19:00	Networking	Lobby & lake
19:00	End of day 2	

WORKSHOP: FRIDAY 10:30 – 12:00, DEC 10, 2021 (OPTIONAL)

Workshop will be on the topic: *"Research in R&D Management: Past Experiences and Future Trends"*. Attendance is free.

Note: The conference takes place in Gather.Town online environment. You can watch this tutorial to get familiar with it.

Track 4: Digital transformation and open innovation 📍Bohr

Chair/Discussant: Ann-Kristin Zobel

Teaching open innovation: from curriculum development to pilot

By: Yvonne Kirkels, Daria Podmetina, Ekaterina Albats and Iulduz Khairullina

The good, the bad, the ugly, and the beautiful of digital transformation: a critical multi-level research agenda

By: J. Dabrowska, A. Almpanopoulo, A. Brem, H. Chesbrough, V. Cucino, A. Minin, H. Hakala, F. Giones, S. Nørskov, C. Marullo, A. Mention, L. Mortara, P. Nylund, C. Oddo, A. Radziwon and P. Ritala

Where digital meets physical: utopianism vs. reality in the adoption of 3D printing

By: Thierry Rayna and Joel West

Track 5: Implementing open innovation 📍Debye

Chair/Discussant: Aurelia Engelsberger

The implementation of open innovation at the UK manufacturing firms

By: Nicole El Maalouf, Hanna Bahemia and Savvas Papagiannidis

Shush! Opening innovation without revealing it: how linguistic openness moderates the alliances-R&D outcomes relationship

By: Jingning Ao

Opening up open innovation: deep diving into the main challenges of Dutch fieldlabs from the network governance perspective

By: Shazia Khan, Fleur Deken and Hans Berends

Track 6: Capturing value of open innovation 📍Raman

Chair/Discussant: Francesco Cappa

New directions for customer value propositions in markets with a changing customer environment: the case of healthcare innovation

By: René Unteregger, Annelies Bobelyn, Johanna Höffken and Isabelle Reymen

Money changes everything: when do users perceive firms' commercialization of their innovation as unfair?

By: Tuong-Vi Sophie Quach and Nikolaus Franke

Are firms within densely connected clusters more innovative? A web approach to inter-firm relationships

By: Eric Schaap, Dominik Mahr, Ines Wilms and Piet Daas

Track 7: New applications of open innovation 📍Zernike

Chair/Discussant: Sunny Mosangzi Xu

Innovating outside the four walls: a cross innovation lifecycle model

By: Kathrin Weidner, Jutta Wirth and Karsten Nebe

A project-level approach to green open innovation

By: Lorena D'Agostino

Two complexity perspectives in OI studies and how they affect teams' key competencies and innovation performance

By: Ryszard Kłeczek and Monika Hajdas

Innovation Beyond The Four Walls: A Lifecycle Model for Cross Innovation

Kathrin Weidner, Jutta Wirth, Karsten Nebe

Rhine-Waal University of Applied Sciences

Abstract

- **Purpose** – In this research we described how cross innovation (short -XI) can systematically be integrated into small and medium-sized enterprises (SME´s).
- **Design/methodology/approach**– Based on a profound literature research specified on XI and innovation management in more general (processes and management activities) we developed a model for XI, which allows us to put forward conceptualizations and directions for organizations.
- **Findings**– Our definition of XI describes the process of knowledge transfer (in form of technology, business models, products, processes etc.) between organizations of different industries into a new environment where it is modified and adapted or recombined, in order to save R&D costs, add new value, open new markets, and satisfy customer needs. We classify XI as a specific type of open innovation and illustrate the interplay between key components of XI, define stages and corresponding inputs, outputs and assign methods to these stages. Our new developed `Lifecycle Model for Cross Innovation` forms the basis for a new merging innovation management framework.
- **Originality/value** –We provide a guideline and framework for practitioners to implement XI.
- **Keywords** Cross innovation, open innovation, innovation management, innovation methods, design thinking