We welcome you to what promises to be a most intensive, exciting intellectual experience. We have both written extensively on the topic of Open Innovation (which we will define carefully during the Course), but we believe that the best work in this area is yet to come! We have selected some readings and chapters to guide you in preparing for our two day Course. You will get much more out of the Course if you make the time to put more into it. Please read the assigned material carefully, and come prepared to share your questions, reflections and criticisms with us and your colleagues.

Furthermore, upon registration participants should submit an abstract (1-2 pages) as well as bring a poster (A2 format) of their current or indented PhD research on open innovation to be discussed with faculty and Ph.D. candidates.

We have also incorporated reasonably long breaks and lunches, so we hope that you’ll have time to get to know us and each other. While the Open Innovation research community is growing, it remains at an early stage of development. Your passion, commitment, energy and ideas are vitally needed. Once again, welcome!
**Day 1: Monday, January 20, 2014**

**Welcome by Jonathan Wareham**

**Short introduction of each participant**

9.00 AM - 9:30 AM

**Session 1: Exploring Open Innovation as a theoretical concept**

9.30 AM - 11:00 PM

Coordinated by Henry Chesbrough

**Readings:**

1) Open Innovation: Researching a New Paradigm (Chesbough, Vanhaverbeke and West, OUP, 2006): Chapters 1,2


**Assignment Questions:**

1) What IS “open innovation”? What is its precise definition?

2) Has innovation always been open? Why or why not? What has changed in the past thirty years, if anything?

3) What role does the business model play in innovation? What is the definition of “business model”?

4) What evidence supports the emergence of open innovation? How convincing is this evidence to you?

5) In Chapter 5, West and Bogers discuss open source software? Is open source an example of open innovation? Why or why not?

6) How could you test this theory?

7) How to extend open innovation into new application areas?

**Session 2: Analyzing the research methodology two recent open innovation papers / articles**

11.30 AM – 12.30 PM

Coordinated by Wim Vanhaverbeke

We pick 2 recent papers that cover quite different areas, and we will show how the research design was done, how open innovation was measured, and what the paper contributes to the literature. How the limitations of the articles can be tackled by future research.
Readings:


Session 3: Exploring How to write papers and manage the thesis writing process
12:30 PM -1:30 PM
Coordinated by Wim Vanhaverbeke

Lunch: 1:30 PM -2:30 PM

Session 4: Connecting open innovation to theories of the firm
2.30 PM – 4.00 PM
Coordinated by Henry Chesbrough

Readings

1) Open Innovation: Researching a New Paradigm (Chesbrough, Vanhaverbeke and West, OUP, 2006): Chapters 1,2,3, and 5

2) Vanhaverbeke, W. and Cloodt, M. (2011); Linking open innovation to different theories of the firm, unpublished paper. (this paper can be read in combination with Vanhaverbeke, W., Van de Vrande, V. and Chesbrough, H. (2007), Understanding the Advantages of open innovation practices in corporate venturing in terms of real options, Creativity and Innovation Management, 17(4), 251-258.

Assignment Questions

1) According to Chesbrough’s argument in Chapter 1, what is new about open innovation? What does it contribute to the literature?

2) J.F. Christensen’s chapter (chapter 3) situates open innovation in the prior literature on the firm, how the firm appropriates a return on its innovation investments, and business strategy. What is your evaluation of his argument?

3) In the same chapter, Christensen refers to open innovation as an organizational innovation. Do you agree? Why or why not?
4) Take one theoretical approach explained in Vanhaverbeke, Roijakkers & Cloodt and check whether you can further strengthen or criticize the arguments? Which theories of the firm have not received enough attention in your opinion?

5) In Chapter 2, Chesbrough details five themes for connecting the chapters he previews to the larger literature on business:

a. The business model
b. Using external technology
c. Managing knowledge
d. The role of startups and new entrants
e. Intellectual property
f. What would you add to this list?

Session 5: Explanation of the groups work

4.30 PM -5.30 PM

Coordinated by Henry Chesbrough and Wim Vanhaverbeke

Each participant has submitted an overview of his/her PhD proposal when he / she registered for the course. These one page leaflets, which are exposed in the room, should give the participants an accurate picture of the ongoing PhD work in Europe. Can we find commonalities? Can we group participants in groups of 5 or 6. “The future of open innovation research” is the general theme for the group works, but we want to ensure that each group works on a particular topic that is more or less in line with their own research. Each group will present its conclusions in session 4 of day 2.

Group work

5.30 PM – 8.00 PM

Coaching by Henry Chesbrough, Esteve Almirall, Alberto Di Minin, Wim Vanhaverbeke and Albert Armisen

Dinner: 8.00 PM – 10.00 PM
Day 2: Tuesday, January 21, 2014

Session 1: Critical views on and limits of open innovation

09.00 AM - 10.30 AM

Coordinated by Henry Chesbrough

Readings


4) Open Innovation: Researching a New Paradigm, chapter 1 (this was assigned yesterday as well. Read it this time for the antecedents Chesbrough, Vanhaverbeke and West cite, and what they argue is new).

Assignment Questions:

1) Could you add anything really new about open innovation, or not?

2) Reread your notes from yesterday’s discussions, in light of the Trott-Hartmann critique. Do you see any ways to reconcile that critique with what you’ve learned about open innovation?

3) What are the limits of open innovation? When might it fail, and why?

Session 2: Recent Research (especially empirical research) in the area of open innovation

11.00 AM – 12.30 AM

Coordinated by Wim Vanhaverbeke

Have a look at the abstracts of the burgeoning number of academic articles about open innovation (you can use Google Scholar or surf to Exnovate (www.exnovate.org) :

1️⃣ First author’s name A-I

2️⃣ First author’s name J-R

3️⃣ First author’s name S-Z

Assignment Questions:

1) How open innovation can be empirically tested? What are the different possible quantitative and qualitative methods?
2) Can you explain why some of these methods are scarce? Are there any possibilities to circumvent or remove these obstacles?

3) Given the different empirical research methods, what are the major opportunities for PhD students to develop brand new research in the open innovation area? How would you start this research?

**Session 3: The future of Open Innovation research?**

2.00 PM – 6.30 PM

Coordinated by Henry Chesbrough & Wim Vanhaverbeke

Students present the research theme they have been preparing during the two days. We organize sessions with two groups. Each group has 25 minutes to present, followed by 10 minutes discussion by the other group. Finally, we have 10 minutes a general Q&A per group.

**Group 1:** 2.00 PM – 2.45 PM

**Group 2:** 2.45 PM – 3.30 PM

**Break:** 3.30 PM – 3.45 PM

**Group 3:** 3.45 PM – 4.30 PM

**Group 4:** 4.30 PM – 5.15 PM

**Break:** 5.15 PM – 5.30 PM

**Summary of the “future of open innovation research” by the group mentors:**

5.30 PM – 6.15 PM

**Wrap up & general discussion of the 2 days:** 6.15 PM – 6.45 PM

**Farewell Dinner:** 8.30 PM - ...