Track: Open Innovation & Startups-Incumbents Cooperations

Track Chairs
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Description of the track

Entrepreneurial new ventures collaborate with other incumbent firms and organizations, most notably, large and multinational enterprises, SME, higher education and research institutions, from the nearby and international locations. To successfully engage in innovative organizational practices and achieve increasingly more sophisticated markets, both new ventures and their larger counterparts rely on internal capabilities, as well as external sources, drawn from collaborations with partners. This phenomenon, referred to as open innovation (Chesbrough 2003), is not only implemented in many companies but also well researched (West et al. 2014; Zobel 2017). Nonetheless, there is still great potential in further exploring the more detailed mechanisms, outcomes, and conditions of open innovation – especially at the interface between entrepreneurship, business models, digital technologies, and societal challenges.

Through open innovation firms increase their innovativeness by opening up value-creation processes and make them more transparent to others. Such collaborations can be designed to foster co-creation among various partners, thereby breaking down hierarchies, creating impact and value for each partner, and finally enabling disruption. In fact, Bogers et al. (2019) recently urge to adopt the dynamic capabilities perspective as an approach to better understand and manage open innovation. It is also known that startups introduce novel technological innovations that often are superior to those offered by incumbents. Given the disparity in strengths, both startups and incumbents may debate how and under what conditions to cooperate on commercialising technological innovations.

Therefore, we encourage conceptual and empirical research papers that extend and develop our understanding of open innovation and the link between open innovation, entrepreneurship, and disruptive innovation (Randhawa, Wilden & Hohberger 2016). We welcome research that uses different theoretical, empirical and experimental approaches and encourage interdisciplinary research that contribute to a better multilevel understanding of open innovation by academics, practitioners, and policy makers.
Key topics and research questions of the track

- **Entrepreneurship and open innovation**, linking open innovation to moderate innovation contexts in order to support new entrepreneurial activity; also explaining to what extent institutions (law, culture, politics) affect the advance of entrepreneurship at country level in different contexts; and investigating how open innovation practices contribute to entrepreneurship performance in general.

- **Open innovation strategy and business models**, meaning the combinations of open and closed innovation strategies; the formal and informal organisational structures for open innovation; the nature and the outcomes of entrepreneurial opportunities enabled by open innovation; the connections between business model innovation and open innovation.

- **Open innovation ecosystems**, for example an understanding on how new network forms combine value creation and value capture; interactions (and their governance) between heterogeneous actors in open innovation ecosystems; digital innovation platforms and their governance as well as crowd-based search of ideas and innovation.

- **Cooperation between startups and incumbents**, understanding the preconditions, success factors, strategies, and outcomes of cooperations between incumbents and startups in the commercialisation of innovation e.g. through licensing agreements and strategic alliances. From the perspectives of intermediaries (e.g. industry associations, incubators), interesting question could be how to design and perform matchmaking events between startups and incumbents to increase the benefits for both partners.

- **User innovation and open innovation communities**, e.g. the power and benefits of user innovation; the benefit of innovation hub, fablabs, and hackerspaces; the effective and sustainable use of knowledge produced by individual users with different motivations and abilities; the long-lasting support from open innovation communities.

- **Open innovation behaviour and capacities**, such human-resources in the context of open innovation; absorptive capacities and open innovation; attributes associated with open innovation on an individual level (identity, commitment, motivation, resistance to change, communication and learning).

References


The deadline for submissions is 15 June, 2021.

All submissions must use the [submission template](#) and [use the submission procedure](#) on the webpage otherwise they will not be considered for review.

Submit your paper [here](#).

The registration for the IECER – Virtual Community Conversation Vol. II will be open from 01 July, 2021.

Register [here](#).