



## PhD in Management Sciences Seminar

### Open Innovation & Open Business Models

ESADE Business School visiting Professors Henry Chesbrough (Haas School of Management - UC Berkeley & ESADE) and Wim Vanhaverbeke (ESADE, Vlerick Management School and Hasselt University), are organizing a 2 day PhD seminar about Open and Collaborative Innovation at ESADE – Barcelona.

These two leading researchers in Open Innovation will deal with the latest insights in Open Innovation and explore how PhD students can successfully design and shape research in this area.

#### The following topics will be discussed during the workshop.

1. What are the antecedents of Open Innovation? What are the factors leading to more Open Innovation in different industries? Under what conditions can we expect Open Innovation to yield greater performance than Closed Innovation?
2. How does Open Innovation relate to prior innovation literature (e.g. absorptive capacity, dynamic capabilities, corporate and business level strategy, etc...)? How can Open Innovation be linked to existing innovation management models and theories of the firm? What other relevant theories that can be linked to Open Innovation? What kind of challenges can we expect when doing this? How should theories be adapted to fully explain Open Innovation?
3. What are some of the underlying business models in Open Innovation? What are the implications of open business models for the current innovation management and strategy literature?
4. Exploring some emerging areas in Open Innovation:
  - a. How can Open Innovation be applied to SMEs in low / medium tech industries? What are the differences with Open Innovation in high-tech industries? Should Open Innovation be managed differently in SMEs compared to large firms?



School:

ESADE Business School

Date:

Jan 14-15, 2010

Time:

09:00 h. to 13:00 h.  
14:00 h. to 18:00 h.

Place:

ESADE Business School

Address:

Barcelona - Sant Cugat Campus

Room:

To be confirmed

ECTS: 3

Fee: 660 €

Special fee for CEMS / EDAMBA

Language:

English

Participants max: 25

Participants min: 4

Enrolment deadline:

January 4<sup>th</sup>, 2010

Applications to:

Ms. Olga Linares

[olgamaria.linares@esade.edu](mailto:olgamaria.linares@esade.edu)

Contact information:

Ms. Pilar Gállego

[pilar.gallego@esade.edu](mailto:pilar.gallego@esade.edu)

- b. Large firms are almost always MNEs. How does a multinational setting and the resultant heterogeneity of external technology resources influence the original Open Innovation framework? Can we discuss the role of resource proximity and regional innovation systems in Open Innovation?
- c. What are the advantages of Open Innovation IP models? How can Open Innovation IP models help in fostering cooperative innovation efforts between a set of firms? What are the latest developments in the field and how do they challenge the classical view on IP-management?
- d. How can one manage the collaboration between VC backed start-ups and large firms? What are the consequences for the organization of external corporate ventures?
- e. What is the empirical evidence on Open Innovation? What are the databases that can be used for empirical research: publicly available databases, databases developed by companies or intermediaries, etc? How should one design large scale surveys to advance our understanding of Open Innovation? How can case studies be used in Open Innovation research?

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5. What are the limits and valuable critiques of Open Innovation?

Participants will have the possibility to discuss their ongoing research in small groups and receive feedback from the faculty.

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*About the organizers:*



**Prof. Dr. Henry Chesbrough** is Executive Director of the Center for Open Innovation at UC Berkeley's Haas School of Business. He is the author of *Open Innovation* (HBS Press, 2003), *Open Business Models* (also HBS Press, 2006), and *Open Innovation: Researching a New Paradigm* (Oxford, 2006). He was previously Assistant Professor and 1961 Fellow at Harvard Business School. He holds a Ph.D. from U.C. Berkeley in Business and Public Policy, an MBA from Stanford, and a BA from Yale.



**Prof. Dr. Wim Vanhaverbeke** is professor at the University of Hasselt. He is also Visiting Professor at Vlerick Leuven Gent Management School and ESADE Business school. He has published in numerous international journals and is co-editor with Henry Chesbrough and Joel West of "*Open Innovation: Researching a New Paradigm*", a book about the research challenges related to Open Innovation. He is extending research about Open Innovation and open business models by setting up [Exnovate](#) and by doing joint research with different universities around the globe.

*About ESADE:*

More information about ESADE PhD in Management Sciences program  
<http://www.esade.edu/web/eng/programs/management/phd>