

Open Organizations and Organizing Openness

Open Innovation

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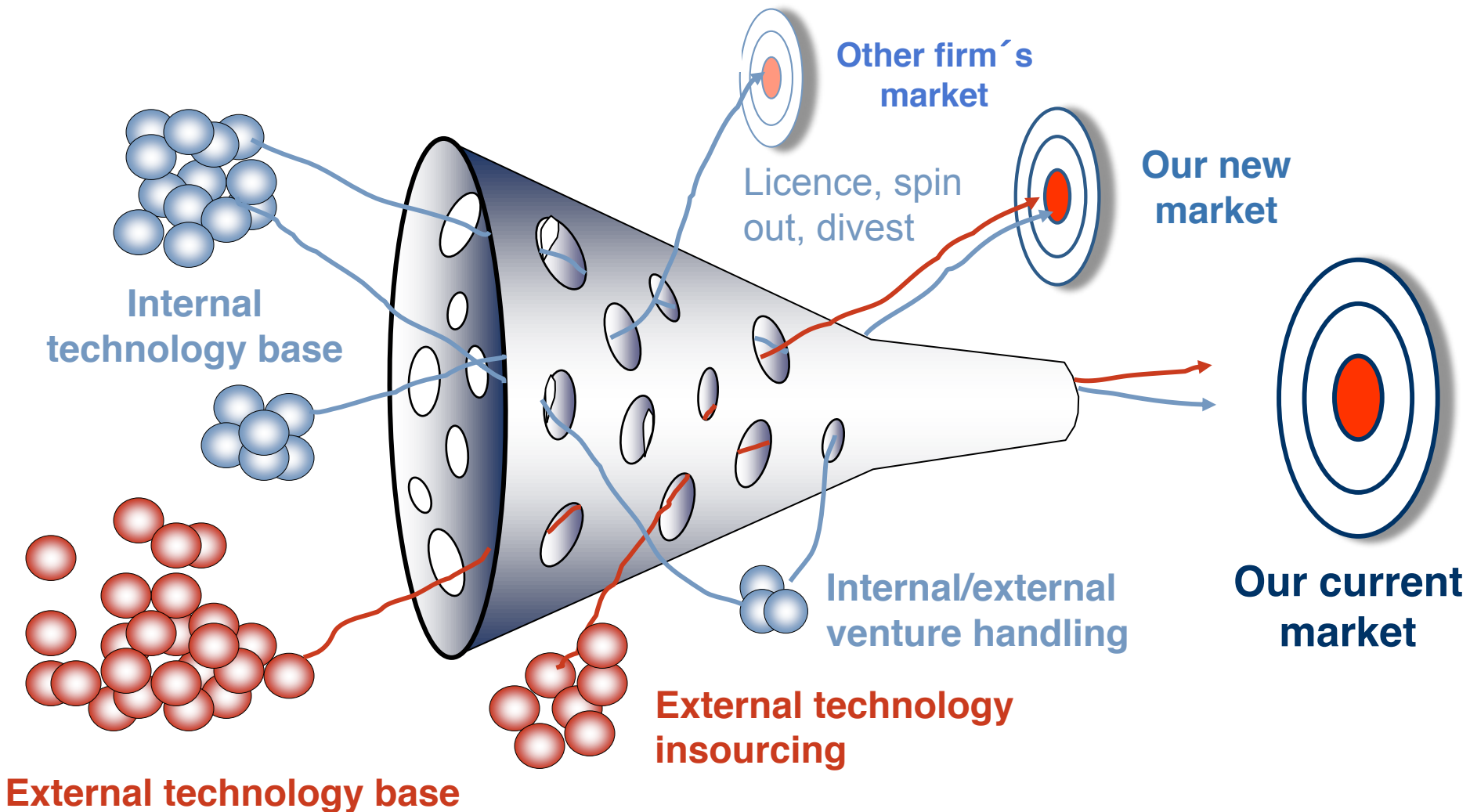
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Negative Definition of Openness

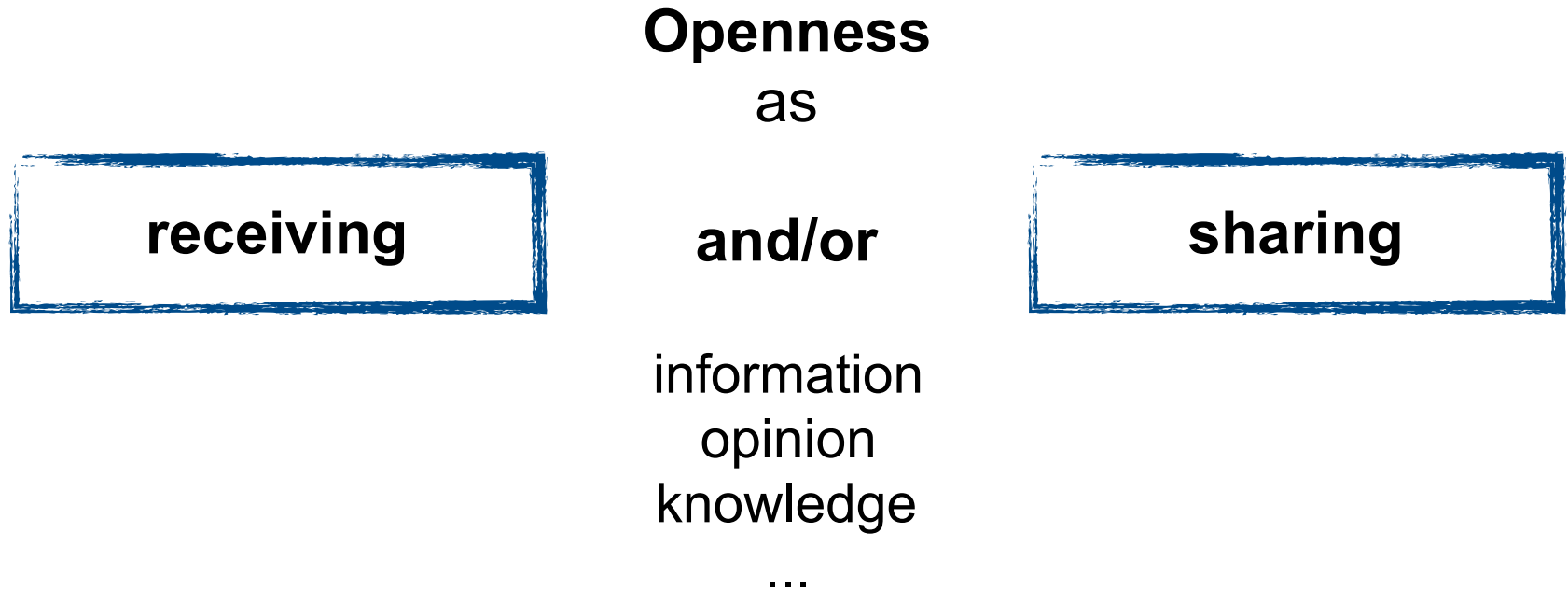
“ the antithesis of the traditional vertical integration model where internal research and development (R&D) activities lead to internally developed products that are then distributed by the firm

Chesbrough (2006, p. 1)

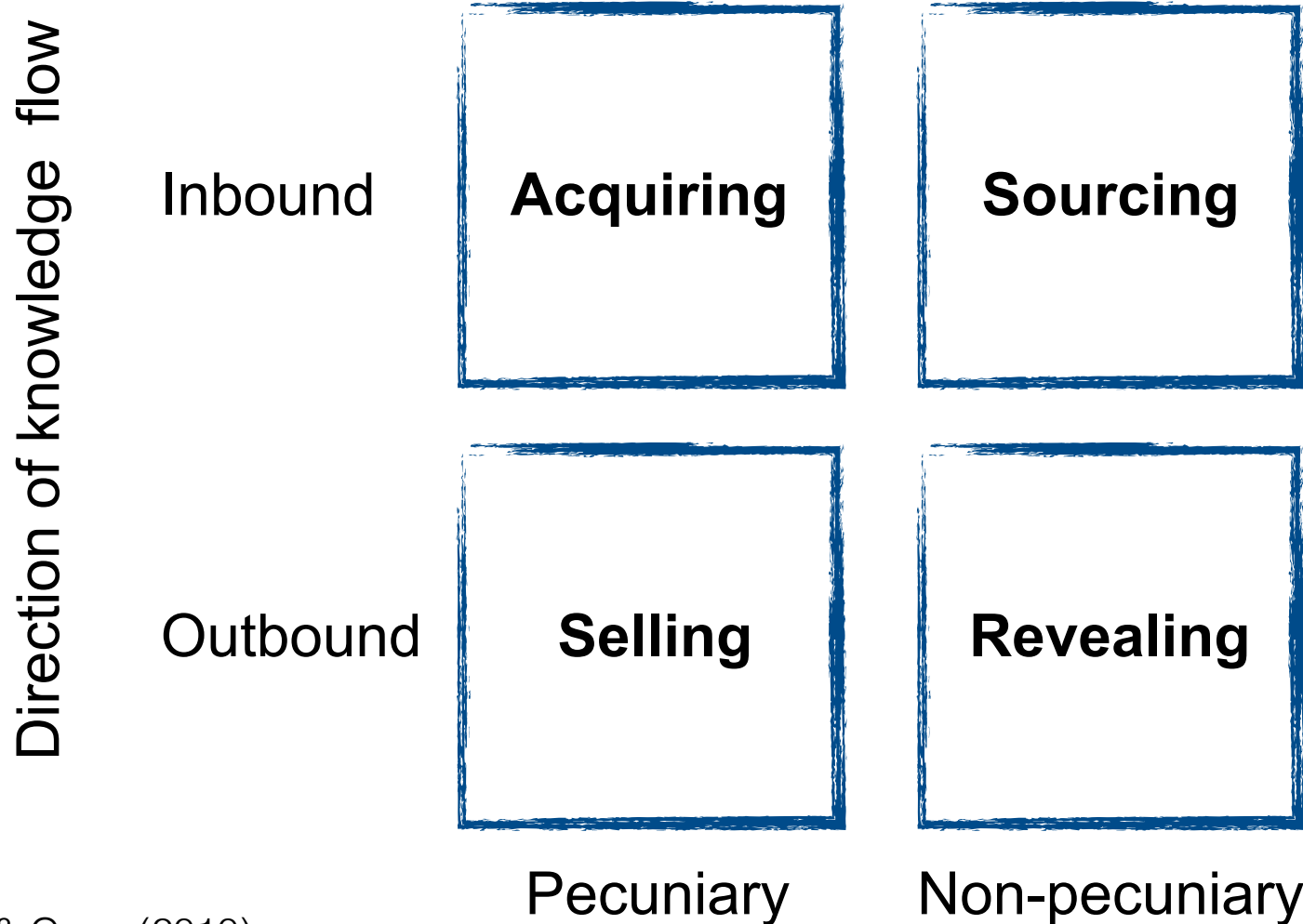
Open Innovation: Chesbrough Model



Openness in Innovation: Out- vs. Inbound



Openness in Innovation: Out- vs. Inbound



Open vs. User Innovation

Chesbrough

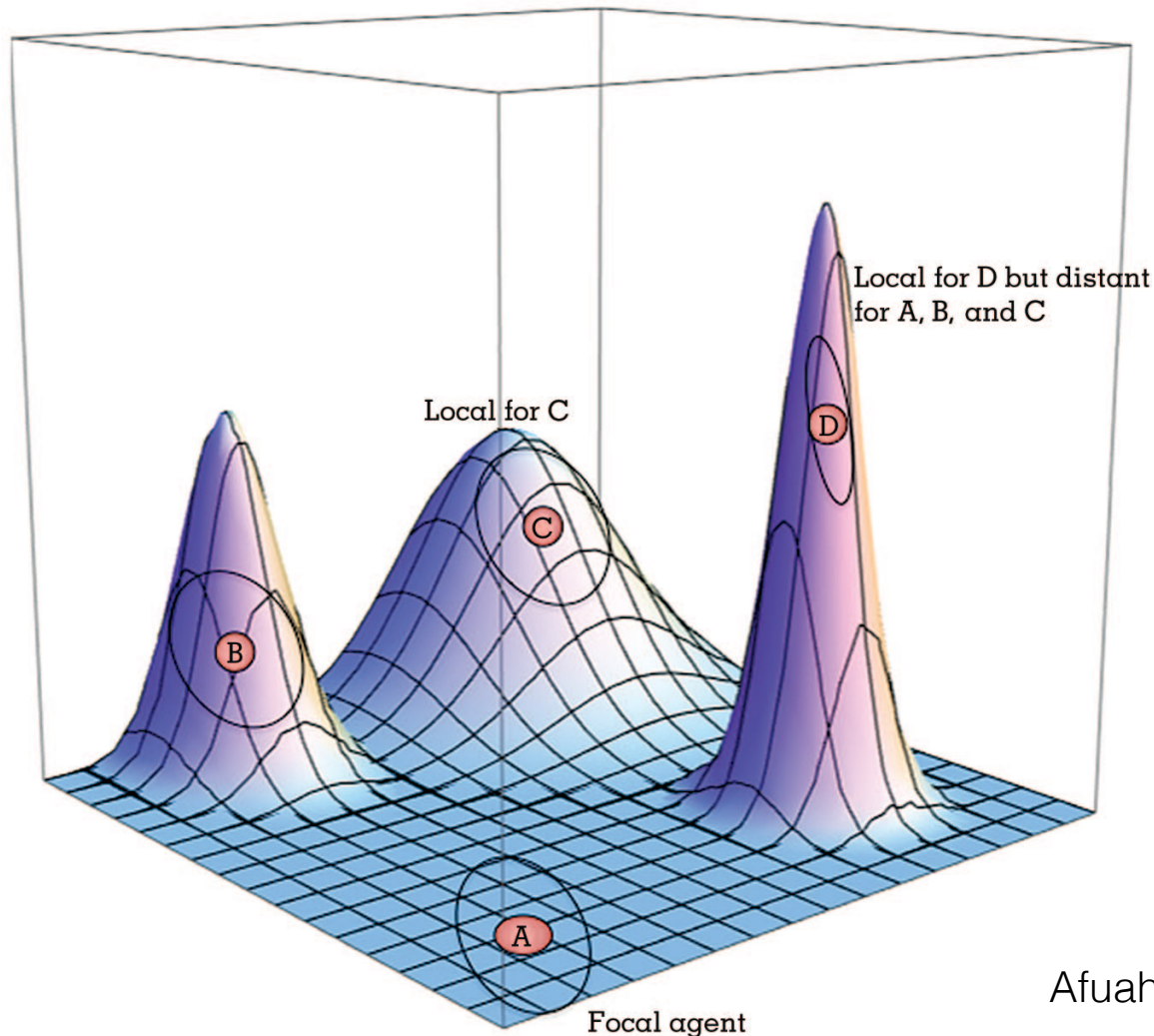
- ▶ Focus on commercialization and business models
- ▶ Very broad understanding of openness (e.g., licensing)

von Hippel

- ▶ Users as main source of innovation
- ▶ Direct benefits to users independent of business models
- ▶ Public good / commons approach

Tournament- vs. Community-based Innovation

What Is a Distant Search to a Focal Agent May Be a Local Search to Another



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