

Open Innovation Seminar
28 May, 2014 Luxembourg
www.openinnovation.lu



Open Innovation Seminar: Insights and Foresights

Marko Torkkeli

Professor of Technology and Business Innovations

LUT School of Industrial Engineering and Management
marko.torkkeli@lut.fi

The story

- From national to company level
- Academic elements for reasoning
- Practical illustrations and insights



Open your mind. LUT.

Lappeenranta University of Technology

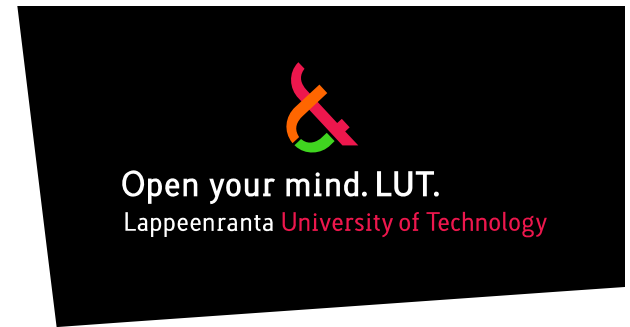
Comparative perspective



- Focus: Buying & Selling of knowledge in the tension between national context and firm capabilities
- Concentrate on three ideas:
 - ☐ **FEAR** – appropriability regimes
 - ☐ **NEED**– *low* firm OR national investments in R&D
 - ☐ **AC (& Greed...)** – *high* firm OR national investments in R&D
- Explore these issues across three (rather different) national contexts
 - ☐ Finland, Spain and China
 - ☐ Luxembourg?

Kock, Torkkeli and Salmi, 2009

The "Open Innovation" paradigm: A contingency perspective



- Question of balancing open & closed innovation
 - Openness is not superior in all circumstances
 - Defining boundary conditions for application of OI
 - Sharing knowledge is likely to reduce rarity of potential inventions and increase competition
- Identifies key contingencies for when to be open
 - Complementary assets (Teece, 1986); absorptive capacity (Cohen & Levinthal, 1990); game theory (Nash, 1950; 1953); scale and learning effects (Sakakibara, 2003); network externalities; learning strategy (March, 1991)

Examples

- Mobile devices - RSP
- Forrest industry - simulation
- Emerging economies
- Education - OI-Net

OIE The European
Academic Network
for Open Innovation



Open your mind. LUT.
Lappeenranta University of Technology

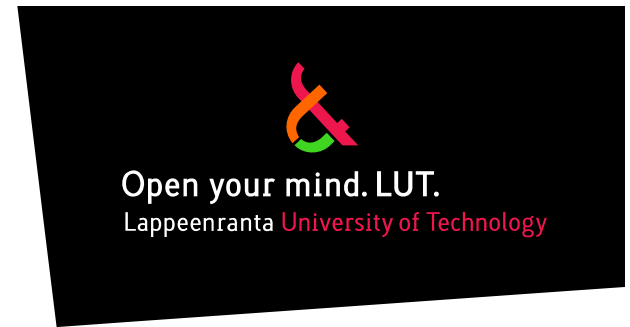


Open your mind. LUT.

Lappeenranta University of Technology

www.openinnovation.lu

Panel discussion moderated by Marko Torkkeli



- Prof. Henry Chesbrough
- Mr. Marc Hemmerling (ABBL)
- Mr. Thierry Goniva (IEE)
- Dr. Anne-Laure Mention (Public Research Centre Henri Tudor / OI-Net representative)
- Mr. Bror Salmelin (European Commission)
- Dr. Gunnar Muent (European Investment Bank)
- Dr. Benoit Duez (Goodyear)