

Dissertation Seminar *Open Innovation*

Academic Year: 2016/2017
September – December 2016

Instructor: Claudia Costa
Max. number of students: 6

Seminar Description

This workshop aims to assist students to develop their understanding on user designed labels, more specifically how new product evaluation is affected by the depth of consumer design. This impact is going to be investigated under different contexts. For example (but not restricted to): in companies with high and low reputation for innovation. While doing so, students should develop a research based project that will be the basis for their master thesis.

Students are free to suggest their own topic of interest in the area. Otherwise the instructor will direct them to some predefined topics. Students can either follow the traditional academic model or a case study format.

Seminar Content

Students are expected to start with a literature review on the main topic: Innovation (traditional and open models). Real case examples of such models will be presented and discussed. Students will then start formulating their view on existing definitions to identify a relevant research question to be tested through an appropriate methodology. The final goal is to introduce students to relevant topics for practitioners and academics based on the scientific rigour of academic research.

Seminar Objectives

The final goal is to introduce students to scientific rigour of academic research in a topic of their interest (innovation) that provides guidance for both practitioners and academics. It also aims to equip students planning to join marketing or R&D departments whose careers as managers, investors or consultants will focus on innovation.

Bibliography / Recommended Textbook(s) / Additional Readings

Borges, M., Afuah, A. & Bastian, B. (2010). Users as innovators: A Review, Critique, and Future research Directions. *Journal of Management* 36(4): 857-875.

Chesbrough, H. (2003). *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Boston, USA, Harvard Business School Press.

Laursen, K. & Salter, A. (2006). Open for Innovation: The Role of Openness in Explaining Innovation Performance among UK. Manufacturing Firms. *Strategic Management Journal* 27(2): 131-150.

Schreier, M., Fuchs, C., & D. W. Dahl (2012). The innovation effect of user design: exploring consumers' innovation perceptions of firms selling products designed by users. *Journal of Marketing* 76(5): 18-32.

Von Hippel, E. (2005). *Democratizing Innovation*. Cambridge, MA: MIT Press.

West, J. & Borges, M. (2014). Leveraging External Sources of Innovation: A Review of Research on Open Innovation. *Journal of Product Innovation Management* 31(4): 814-831.

Contact(s) and Office Hours

Instructor Profile: <https://www.linkedin.com/in/claudia-costa-0314801>

Please email at: clau.costawork@gmail.com

Schedule

Session #1: 6th September 13h30-15h30 room tbc
Introduction to the topic. Discussion of the Open Innovation Paradigma.

Session #2: 13th September 13h30-15h30 room tbc
Major trends in innovation: user innovation vs cocreation vs other open innovation approaches

Session #3: 20th September 13h30-15h30 room tbc
Students' presentation of topic choice. Presentation and discussion of the research problem
Introduction to formal aspects of the dissertation

Session #4: 27th September 13h30-15h30 room tbc
Individual presentations from a 5 page research proposal. Feedback from colleagues and supervisor

Session #5: 4th October 13h30-15h30 room tbc
Final discussion and scheduling progress towards Thesis delivery to Academic Services

Deadlines

Deadline to complete Study Plan (to defend in February)	28/12/2016
1st Submission Deadline to MSc Student Affairs	4/01/2017
Dissertation Defense Period	13/02/2017 to 24/02/2017
Deadline to complete Study Plan (to defend in May)	28/03/2017
2nd Submission Deadline to MSc Student Affairs	3/04/2017
Dissertation Defense Period	8/05/2017 to 19/05/2017