

Dissertation Seminar Open Innovation

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Claudia Costa**

Max. Number of Students: **8**

Seminar Description:

This seminar 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 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.

Seminar Content:

Students are expected to start with a literature review on the main topic: Innovation (traditional and open models). Then they must 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.

Bibliography / Recommended Textbook(s) / Additional Readings:

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

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

Recommended Textbook:

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

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

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 (4th September, 2pm to 3.30pm):

Introduction to the topic. Discussion of the major aspects of Open Innovation.

Session #2 (18th September, 2pm to 3.30pm):

Major trends in innovation and open innovation can help companies achieving a superior market position

Session #3 (2nd October, 2pm to 3.30pm):

Students' presentation of topic choice. Presentation and discussion of the research problem.

Introduction to formal aspects of the dissertation

Session #4 (9th October, 2pm to 3.30pm):

Individual presentations from a 5 page research proposal. Feedback from colleagues and supervisor

Session #5 (23rd October, 2pm to 3.30pm):

Final discussion and scheduling progress towards Thesis delivery to Academic Services

Deadlines:

The full list of dates and deadlines can be consulted [here](#).