



The Schöller Chair in Technology and Innovation Management (Prof. Dr. Henkel) offers a Diploma/Master's/Bachelor's Thesis or project study with the following topic:

Dynamics of open innovation – expert interviews on dynamics of open innovation

Background

Open innovation, characterized as an innovation process spanning firm boundaries, has evolved to a central topic in management literature over the past decade. Various projects have shown that firms profit from disclosing some of their intellectual property (IP). In participating in open innovation, firms may, among other things, increase the efficiency and effectiveness of their R&D efforts by enticing other actors to join in co-creation of value or increasing their chances at standard setting. However, firm and market characteristics that affect innovation are supposed to change over time (e.g., firm size, customer needs, market growth and competition). Hence, one could argue that a firm's motives to engage in open innovation change as well. With our current research effort, we try to extend the general concept of open innovation by including the dynamics of opening and closing over time.

Objectives

Objective of this study is to identify trigger and drivers behind a firm's development from open/closed to open/closed innovation. The information will be derived during expert interviews with the corresponding firm, competitors and researchers.

Approach

- Research and review of current literature on open innovation and dynamics of open innovation
- Identification of a set of firms (~5-10) that developed from open/close to close/open innovation
- Evaluation of this development along a set of firm characteristics
- Expert interviews to get a detailed understanding on trigger and drivers

Literature

Henkel, Joachim; Schöberl, Simone; Alexy, Oliver (2013): The emergence of openness: How and why firms adopt selective revealing in open innovation. In *Research Policy*.

Henkel, Joachim; Baldwin, Carliss Y.; Shih, Willy (2012): IP Modularity: Profiting from Innovation by Aligning Product Architecture with Intellectual Property. In *SSRN Journal*.

Alexy, O.; George, G.; Salter, A. J. (2013): Cui Bono? The Selective Revealing of Knowledge and Its Implications for Innovative Activity. In *Academy of Management Review* 38 (2), pp. 270–291.

Contact

In case of interest or further questions please contact **Dominik Hepp** (dominik.hepp@tum.de). Your application should include **a CV, a current transcript of records and a Bachelor or Vordiplom certificate (if available)**. For more information on our general requirements, the application procedure, and the style guidelines please go to <http://www.tim.wi.tum.de/index.php?id=210>. The thesis/project can be done either in English or German.