



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

## Dynamics of open innovation – literature review on open innovation and the development from open/closed to closed/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

Our current research effort links to 3 strands of literature: opening and positioning with respect to openness, development of open innovation and closing. Objective of this study is to identify and review relevant existing literature, discuss their arguments and findings and outline possible areas for future research.

### Approach

- Review of current literature in the 3 adjacent strands: opening, development of open innovation and closing
- Reflection and discussion of the arguments and findings
- Identification of future areas of research

### Literature

Osterloh, M.; Rota, S. G. (2004): Open Source Software Development - Just Another Case of Collective Invention? In *SSRN Journal*. DOI: 10.2139/ssrn.561744.

van Burg, J. C.; van Raaij, E. M.; Berends, J. J. (2011): Dynamics of open innovation: a process study of the development of fiber metal laminates. In *Proceedings of the American Academy of Management 2011 Annual Meeting, San Antonio*.

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](mailto: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.