PhD Course in Open Innovation

Instructors:
Henry Chesbrough, PhD
Agnieszka Radziwon, PhD
Wim Vanhaverbeke, PhD (to be confirmed)
Joel West, PhD (to be confirmed)

Dates:
Nov 4th – Nov 5th (just before the conference)

Course type:
PhD course a work load corresponding to 60 hours

Compulsory literature:
Open Innovation Handbook chapters, journal articles and videos listed in the section mandatory.
All materials will be available for the course participants in a SharePoint folder in October.

Academic prerequisites:
Enrolment is restricted to PhD students and junior scholars. The course is open to all PhD students, but in order to attend there is a need to register and attend the WOIC conference.

Maximum enrolment:
The maximum number of students is 20.

Submission deadlines:
Pre-course assignment: 15th October 2024 (text file submission via email)
Research proposal submission: 15th of November (text file & presentation slides submission via email)
Open Innovation Seminar presentation for best proposals: 2nd of December 2024 (via Zoom)

BACKGROUND

Launched in Spring 2024, PhD Course in Open Innovation is tailored and made for early-stage researchers (PhD students and junior scholars), who wish to get a deep dive into the latest research from the field while developing their research proposal. PhD course in Open Innovation focuses on the development of critical academic skills such as reading, discussion, and presentation along with the analysis, synthesis, and design of further research. These skills will be trained before, during, and after the course.

The course will examine several aspects of Open Innovation, from its origins and definition to qualitative and quantitative analyses of recent innovation phenomena. By the end of the course, students will leave the room with a research proposal on Open Innovation, and the 3 best proposal authors will be invited to present their study at Berkeley Open Innovation Seminar **on December 2nd.** In order to join the course all participants have to register and attend the World Open Innovation Conference. Overall, the course promises to be a deep and engaging exploration of the Open Innovation concept both individually and in groups.

LEARNING OBJECTIVES

This PhD course exposes participants to the process from identification of an interesting anomaly through exploring the literature to developing the research proposal. As part of the course the participants will be offered a deep dive into open innovation literature and cases, possibility to quickly and efficiently disseminate research (and the course learning) and an exposure to the feedback to the research proposal from the peers, instructors and open innovation community at large.

Upon the successful completion of the PhD course, the participants should be able to:

- Distinguish open innovation at different level of analysis (individual, organizational, ecosystem) and through a lens of different research units (scientists, incumbents, SMEs, startups, etc.)
- Reflect upon of past, present and future open innovation research directions along with closely related theories
- Identify anomalies and interesting innovation phenomena, which aren't fully explained by current theories
- Demonstrate the ability to disseminate research to a wider public
- Demonstrate the ability to develop a research proposal

PREPARATION (before the course)

All participants are expected to read the mandatory (short) readings. The reading list, which will consist of the mandatory and supplementary readings, along with videos is available under the a SharePoint link. Please request access as soon as possible and make sure that you start

downloading videos way in advance. For about half of the readings, we offer the participants a choice of either reading short chapters or watching short videos substantiating the key chapter messages. You are welcome to watch and read as well. There will also be one additional homework. To inform the participants' research proposals we would like all the participants to think of, reflect on and **submit three anomalies** (business situations where the known theories cannot rightly predict the outcomes) **2 weeks before course start** by email to the instructors (agra@btech.au.dk & wim.vanhaverbeke@uantwerpen.be). SharePoint folder "_1.Introduction to the course" includes a video of Prof. Henry Chesbrough and a publication by Prof. Sætre and Prof. Van de Ven, which elaborate on what anomalies are and how to capture them.

DURING the course

All participants will be invited to join plenum and group discussions focusing on open innovation in different contexts. The selection of the context has been made as a pre-course design, but we will try to include aspects of specific participants' interests as well. By the end of this course, we will break you into small teams, to develop your own research ideas and create possible open innovation research projects. In addition to presenting these ideas during the course, we have reserved time for short presentations at the Berkeley Seminar on Open Innovation on Monday, December 2nd. We will also discuss how students might submit their ideas as extended abstracts to the World Open Innovation Conference this summer.

However, there is a cost for this opportunity: we will require you to read selected chapters of the Oxford Handbook of Open Innovation, journal articles and case studies. And we will also ask you to watch short videos excerpted from handbook chapter presentations at the Berkeley Seminar on Open Innovation. Because we will be a small group, it is vital that you do this work in preparation for the course. Our discussions will be deeper, more helpful, and more interesting if you are properly prepared for each topic. In addition, we perceive that social media is becoming a more important part of the academic dissemination of our work. To that end, during our first meeting, we will assign each of you to develop a LinkedIn post and a Twitter post that summarizes one of the eight session topics. We will discuss the tagging, photos, and content policy as part of the first lecture. We expect that your posts will be ready for posting right after the session. If you don't use a Social Media account, then one of the instructors will be happy to assist you and post it on your behalf. Nevertheless, social media could help you in boosting the awareness of your research, so we wouldn't like you to miss this possibility.

AFTER the course

Our journey to open innovation does not end at the conclusion of our course. In order to pass the course beside active participation all participants have to further develop their research proposals and submit – both the text file and the presentation to the instructors by the **15th of November.** All course participants will be invited to join Berkeley Open Innovation Seminar and the best proposals will be invited for the presentation at Berkeley Open Innovation Seminar on **December**

2nd , 7.00 pm – 9.00pm CET, on Zoom. The instructors will notify the students by the 17th of November, which proposals were selected for the (20 min) presentation. All presenters will receive constructive feedback from the Open Innovation Community. This experience will connect you to a thriving community of scholars that collectively develop and extend the research trajectory around Open Innovation. There is a weekly research seminar on Open Innovation held online at Berkeley. There is a Professional Development Workshop on Open Innovation held annually at the Academy of Management. There is an annual conference called the World Open Innovation Conference, organized by the Technical University of Eindhoven (which we all will join). The course instructors are also editors of the forthcoming Oxford Handbook of Open Innovation, which will serve as the primary text for this course. This will gather 57 chapters from 136 contributors, on various aspects of Open Innovation. The Handbook was published in February 2024. In addition, you will see short videos taken from presentations at the weekly Berkeley Seminar on Open Innovation. After the course, we will invite you to join and inspect the seminar before your own presentation. In short, besides two days of engaging discussions at the University of California, Berkeley, students who successfully complete this course will be able to participate fully in the Open Innovation research community.