

Innovation SIG Track 36

36.3. Open Innovation in Services

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Introduction

The concept of open innovation and collaborative innovation has become popular, with the business community and with researchers focusing on service innovation. Open innovation is a relatively new and widening perspective for many service firms. It is a new direction and potentially a new way to foster growth in this industry, which has been a growth engine for several decades.



Service firms involve stakeholders in the innovation process, such as customers, knowledge providers, suppliers, public institutions and so forth. Different types of sources for innovation are used. Service firms also innovate in networks; many actors – also outside the firm including research institutions – are involved in the innovation process. Private service firms and public service institutions face new challenges of emphasizing social issues such as environmental sustainability, demographic changes, economic growth and so forth in their innovations.

However, service firms have always been customer focused in their innovation activities thus it may be discussed and investigated which new knowledge an open innovation approach adds to our knowledge. Openness may also mean openness towards internal stakeholders such as employees and managers and fostering internal collaboration.

This track presents and discusses the openness approach to service innovation in a theoretical and empirical perspective. Which strategies and tools do service firms use to make open innovation? Which managerial challenges does this imply? Which new organizational forms are developing? The track welcomes theoretical and empirical papers about open service innovation and collaboration in innovation. Particularly, we encourage to submit papers discussing the open innovation concept and papers on open innovation including collaboration with universities, the public sector or other network-partners, introduction of artistic, experience elements, new forms of including customers and employees and so forth. The submitted papers can focus on, without being limited to, the following topics:

- Open innovation in Service firms from different sectors
- Management of collaboration
- Open service innovation and networks