

## Innovation SIG Tracks: Symposium

---

### Co-creation and the Democratization of Innovation Project Management

#### Symposium Organizer

Robert DeFillippi, Suffolk University, USA, [rdefilli@suffolk.edu](mailto:rdefilli@suffolk.edu)

#### Panelists

Stephen Flowers, University of Brighton, UK, [s.h.flowers@bton.ac.uk](mailto:s.h.flowers@bton.ac.uk)

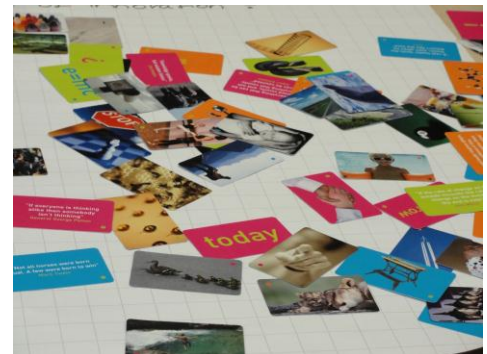
Nicholas Ind, Oslo School of Management, Norway, [nicholas.ind@mh.no](mailto:nicholas.ind@mh.no)

Marcela Miozzi, Manchester Business School, UK, [marcela.miozzo@mbs.ac.uk](mailto:marcela.miozzo@mbs.ac.uk)

Frank Piller, RWTH Aachen University, Germany, [piller@tim.rwth-aachen.de](mailto:piller@tim.rwth-aachen.de)

#### Introduction

What has been under examined in the proliferating literature on co creation are some of the challenges these co creative and collaborative tools and practices place on the internal management of innovation projects and existing processes of engagement with outside participants. Traditional hierarchic command and control project management practices are being undermined by the need to incorporate the needs and preferences of customers, suppliers and other co creation stakeholders in essential product and service innovation decisions. Hence, the successful practice of co creation innovation may be democratizing innovation management and the governance of external relations with innovation project participants.



A distinguished panel of co creation scholars discuss the primary challenges to the management of co creation innovation projects and shares their insights into the causes and consequences of these challenges. Symposium presenters will begin with brief opening remarks and the moderator will facilitate a dialog between the audience and the panel in further exploring the implications of these challenges for the study of co creation and related open innovation phenomena, such as crowd sourcing and lead user innovation.

This symposium is relevant to scholars studying the organizational and managerial challenges of a variety of open innovation approaches to co creation.