Agenda for 12th Annual Open and User Innovation Workshop
Harvard Business School
July 28 -30, 2014

Organizers: Carliss Baldwin (HBS), Karim Lakhani (HBS), Stefan Thomke (HBS), Eric von Hippel (MIT), and Benjamin Mako Hill (U of Washington)

MONDAY, JULY 28

8:00-9:00	Registration + Continental Breakfast (Aldrich 109)
9:00-9:30	Plenary: Welcome (Aldrich 112)
9:30-11:00	Plenary Talks: Cornelius Herstatt, Christina Raasch and Karim Lakhani (Aldrich 112)
11:00-11:30	Coffee

11:30-13:00	**Track 1: Contests and Crowdsourcing** (Aldrich 111)	**Track 2: Firms' Interactions with User Innovation** (Aldrich 110)
	Beyond Pricing Decisions: Business Model Innovation in the Two Sided Market of an Open Innovation Intermediary (Andy Zynga)	Opening the Black Box of "Not-Invented-Here": Attitudes, Decision Biases, and Behavioral Consequences (David Antons)
	Strategy Formulation and Execution Open Innovation Pilot Projects (Jeffrey R. Davis, MD)	Absorptive capacity for need knowledge: An empirical study of its relation to technical knowledge and its consequences for innovation behavior (Tim Schweisfurth)
	Innovation Trajectories - Managing Open and Close Approaches in Innovation Process (Shantam Shukla)	Co-Creation from a Telecommunication Provider's Perspective: A comparative study on innovation with customers and employees (Milica Sundic)
	Embedding an open innovation strategy in emerging markets: The case of Natura the largest Brazilian cosmetics company (Henry Lopez-Vega)	How to manage the quantity and quality of idea in a co-creation community: The case of recipe site (Kei Aoki)
	Solve, Buy or Broadcast Search? An Empirical Investigation of R&D Managers' Governance Choices for Problem Solving (Christoph Ihl)	Magnetic Control: Firms Managing Non-Contractual Relations with Open Source Communities (Maha Shaikh)
	From Problem Solvers to Solution Seekers: Dismantling Knowledge Boundaries at NASA (Hila Lifshitz-Assaf)	▪ Firms' Interaction with User Innovation Poster Talks 1 (see below for details)

13:00-14:00	Lunch—Williams Room, Spangler Hall

14:00-15:00	**Track 1: Contests and Crowdsourcing** (Aldrich 111)	**Track 2: Firms' Interactions with User Innovation** (Aldrich 110)
	Selecting the Crowd or an Expert? An Empirical Analysis through a Problem-based View (Carolin Haeussler)	Where do entrepreneurs locate their new ventures? The role of downstream localization economies, pre-entry experience and product/market strategy (Pamela Adams)
	Taking the eyes off the prize: Recreational labor in innovation contests (Benedikt Langner)	Innovative Brand Community Members and Their Willingness to Share Ideas with Companies (Sladjana Nørskov)
	Innovation Contests in double unknown: designing generic technologies (Olga Kokshagina)	Not just Innovation: the emergence of the User-Dependent firm, the case of giff-gaff (Steve Flowers)
	• Contests and Crowdsourcing Poster Talks (see below for details)	◆ Firms' Interaction with User Innovation Poster Talks 2 (see below for details)

15:00-15:30	Coffee

15:30- 17:00	**Track 1: Contests and Crowdsourcing** (Aldrich 111)	**Track 2: Lead Users** (Aldrich 110)
	The Contribution of Different Online Communities in Open Innovation Projects (Michael Zeng)	User driven innovation in electromobility: Applying netnography to identify leading edge users in a high-tech environment
	The Impact of Incentive Preferences on Crowd Behavior (Christoph Riedl)	Antecedents and consequences of consumers lead userness: The case of mobile applications (Henrik Sällberg)
	Leaps in Innovation: The Effect of Discontinuous Progress in Algorithmic Tournaments (Joel Wooten)	Exploring the functional sources of disruptive innovation (Stephanie Preissner)
	Participation dynamics in crowd-based knowledge production: The scope and sustainability of interest-based motivation (Henry Sauermann)	Lead Users characteristics: A study of online Lead Users detection (Nassim Belbaly)
	Is the World Flat? Unpacking the Geography of Crowd Capital (Yannig Roth)	► Lead Users Poster Talks 1 (see below for details)
	Crowd-Based Sourcing—Global Search and the Twisted Roles of Consumers and Producers (Robert M. Bauer)	

17:15-20:15	Reception and Dinner—Williams Room, Spangler Hall

Contests and Crowdsourcing Poster Talks
- The Network as the Crowd in Crowdsourcing (Allan Afuah)
- Design of tournament-based crowdsourcing for business model innovation (Christopher Lettl)
- A Longitudinal Approach to Cost-Benefit Considerations of Crowdsourcing Participants (Vinzenz Treytl)
- Query formulation in crowdsourcing competitions: the role of abstraction level, pictorial examples, and solution schemes (Philipp Topic)

Firms' Interaction with User Innovation Poster Talks 1
- Expert users' creativity meets complex product and process constraints – a case study of Tetra Pak's challenge "Can you fold it?" (Lars Bengtsson)
- Are You Ready for Open Innovation? Readiness for Change and Individual Knowledge Absorption (Wolfgang Gruel)
- Producer-centrism: the inherent disregard of user innovativeness in new product development (Philip Bradonjic)

Firms' Interaction with User Innovation Poster Talks 2
- User-led Innovation: From a Firms' Lens on Current & Future Trends (Nagwan Abu El-Ella)
- Antecedents to selective revealing: An empirical study in non-OSS environments (Markus Deimel)
- The Influence of Psychological Ownership on Entrepreneurial Activity of Users (Wayer Dennis)

Lead Users Poster Talks 1
- How lead users develop and expand user communities sufficiently for producers to enter markets: A case study of masking tape usage innovation (Satoshi Horiguchi)
- Systematic Lead User Identification: Industrial Case Study Framework (Sanjin Pajo)
- Implementation of lead users into managem ent practice - An analysis in the German-speaking area (Jens Lehnen)
- What Hinders The Application of The Lead User Method in Practice? Insights From The Field Of Innovation Management in Germany (Alexander Sänn)

TUESDAY, JULY 29

Time		
8:00-9:00	Continental Breakfast (foyer of Aldrich 112)	
9:00-11:00	Plenary Talks: Ethan Mollick, Andrew Torrance, Katherine Strandburg, Christopher Lettl, Pedro Olivieria, Christoph Hienerth & Frank Piller	
11:00-11:30	Coffee	

11:30-13:00	**Track 1: Contests and Crowdsourcing** (Aldrich 111)	**Track 2: Open Innovation** (Aldrich 110)
	Using Crowds for Evaluation Tasks: Validity by Numbers vs. Validity by Expertise (Christoph Hienerth)	Disentangling Motives for Strategic Selective Revealing: An Empirical Analysis (Hannes W. Lampe)
	Does Collective Intelligence Create More Biases Than Experts? Evidence from Wikipedia and Britannica (Shane Greenstein)	An Evolutionary Model of Collaborative Short-Term Interactions on Innovation in Open Online Challenges (Albert Armisen)
	Performance Responses To Competition Across Skill-Levels In Rank Order Tournaments: Field Evidence and Implications For Tournament Design (Michael Menietti)	Open Innovation and Open Communities in Consumer 3D Printing (Joel West)
	Does God play dice - Randomness vs. deterministic explanations of crowdsourcing success (Nik Franke)	Toward a behavioral theory of open innovation (Oliver Alexy)
	Do Crowds have the Wisdom to Self-Organize? Field Experimental Evidence on Team Formation in a Crowdsourcing Contest (Andrea Blasco)	Organizing collaboration: The costs of innovative search (Dirk Lüttgens)
	Inducing Change with an Online Ideation Game (Christian W. Scheiner)	▪ Open Innovation Poster Talks (see below for details)

13:00-14:00	Lunch—Williams Room, Spangler Hall	

14:00-15:30	**Track 1: Crowdfunding** (Aldrich 111)	**Track 2: User Communities** (Aldrich 110)
	The Role of College Students in Entrepreneurial Experimentation: Evidence from Crowdfunding Projects (Christian Catalini)	Communicating aeronautics innovations, 1900-1916 (Peter B. Meyer)
	Crowdfunding: Evidence on the Democratization of Startup Funding (Ethan Mollick)	The User Organisation: A broader perspective on collective user innovation (Jose Christian)
	Agent Heterogeneity in Two-Sided Platforms: Superstar Impact on Crowdfunding (Anil Doshi)	Information Flow and the Loci of Influence in Online User Networks: The Case of iOS Jailbreak (Nitin Mayande)
	The Due Diligence of Crowdinvestors: Thorough Evaluation or Gut Feeling Only? (Christina Guenther)	An Investigation into the Conditions that Influence Engagement in Virtual Communities (Matthew Terrell)
	• Crowdfunding Poster Talks (see below for details)	The Best of Both Worlds: Conceptualizing Trade-offs between Openness and Closedness for Sharing Economy Models (Christopher Smolka)
		◆ User Communities Poster Talks (see below for details)

15:30-16:00	Coffee	

16:00- 17:30	**Track 1: Law, Policy and IP** (Aldrich 111)	**Track 2: User Health** (Aldrich 110)
	Intellectual Property: Tension on Open Innovation? (Peter M. Bican)	Patient Innovation under Rare Diseases and Chronic Needs (Leid Zejnilovic)
	Degree of Openness in Public Policies – a Conceptual Proposal (Antonio Santos)	Patients as user innovators – The case of medical smartphone applications (Moritz Goeldner)
	The Seven IP Commandments of a Crowdsourcing Community: How Self-Organized Norms-Based IP Systems Overcome Imitation Problems (Julia Bauer)	Knowledge Creation Practices in a Healthcare Collaborative Work Community (Diego Mastroianni)
	Innovation Policy within Private Collectives: Evidence on 3GPP's Regulation Mechanisms to Facilitate Collective Innovation (David Lopez)	Patients and Caregivers as sources of innovative ideas and solutions: a multiple case study approach (Rita Oliveira)
	Exposed: Venture Capital, Competitor Ties, and Entrepreneurial Innovation (Rory Mcdonald)	Diffusion as a Validation Process: Learning from Patient Innovators (Tomas Fidelis)
	* Law, Policy and IP Poster Talks (see below for details)	▶ User Health Poster Talks 1 (see below for details)

17:45-20:45	Reception and Dinner—Williams Room, Spangler Hall	

Open Innovation Poster Talks
- ▪ Competing with open innovation on dynamic landscapes (Mikko O.J. Laine)
- ▪ Exploring the Multifaceted World of Ecosystems: Literature Streams and Recent Cases (Monika Hauck)
- ▪ Effects of open innovation on value creation and value capture in multisided markets (Margherita Pagani)
- ▪ The 3D Printable: Private-Collective Innovation In Open Design (George Kuk)

Crowdfunding Poster Talks
- • Crowdfunding: a new driver of user innovation (Sara Jane Gonzalez)
- • Enterprise Crowdfunding: Supporting Openness in Innovation Management beyond Obtaining Ideas (Niels Feldmann)
- • Exploring roles of crowdinvestors in start-ups (Nadine Moser)

User Communities Poster Talks
- ◆ Does External Knowledge Spur Community Contributions? Evidence from Digital Mapping (Abhishek Nagaraj)
- ◆ Online and Offline Social Entrepreneurship in the Light of Mega-Events (Diego Mastroianni)
- ◆ Communities in the Federal Armed Forces (Koller Hans)
- ◆ Measuring Innovation in Remix Communities (Harris Kyriakou)
- ◆ The effectiveness and downside risk of employing firm-controlled agents to calm down online firestorms (Peter Keinz)

Law, Policy and IP Poster Talks
- * Antecedents to free revealing valuable knowledge in intellectual property appropriation regimes: An empirical study (Martin Finkenzeller)
- * Less Reputation For Innovation? (Patrick Höflinger)

User Health Poster Talks
- ▶ User entrepreneurial management: Findings from a survey research of Japanese fishing tackle industry (Xin Yu)
- ▶ Users (Patients) willingness to open personal health data for an innovative APP to receive a more efficient health care service (Philipp Plugmann)

WEDNESDAY, JULY 30

8:00-9:00   Continental Breakfast (foyer of Aldrich 112)

9:00-11:00   Plenary Talks: Eric von Hippel, Jeroen de Jong, Joachim Henkel & Nik Franke (Aldrich 112)

10:15-12:00	**Track 1: Open Source** (Aldrich 111)	10:15-12:30	**Track 2: Problem Solving** (Aldrich 110)
	Perceived firm attributes and intrinsic motivation in sponsored open source software projects (Vivianna Fang He)		Context, Capabilities and Incentives – The Core and the Periphery of User Innovation (Dietmar Harhoff)
	Organizing Firm-Community Collaboration for Growth: How to Benefit from Open Source Projects without Hurting Them (Dilan Aksoy-Yurdagul)		Identifying viable "need-solution pairs": Problem solving without problem formulation (Eric von Hippel)
	Does it Pay to be Open? Corporate Knowledge Development, Community-Based Innovation & Value Creation (Dilan Aksoy-Yurdagul)		Do people encounter new need-solution pairs? Evidence from Living&Interieur fair suggests: YES (Beate Edl)
	Public Digital Goods and Firm Productivity (Frank Nagle)		Joining an Ecosystem: Organizational & Strategic Implications (Elizabeth J. Altman)
	Value capture in hierarchically organized industries: The role of open source inputs (Joachim Henkel)		How do barriers influence the user innovation outcome? - A qualitative study on the home energy management sector (Thorsten Pieper)
	• Open Source Poster Talks (see below for details)		The role of the user in innovation - Results from the Finnish Community Innovation Survey and Survey of Finnish consumers (Jari Kuusisto)
			▪ Problem Solving Poster Talks (see below for details)

12:00-13:15	**Track 1: Diffusion** (Aldrich 111)	12:30-13:30	**Track 2: Toolkits** (Aldrich 110)
	Directly or Closely Connected: Network Antecedents of the Technological Impact of Inventions (Steffen Keijl)		Lead or Grow? Providing Tools for Innovation (Coorevits Lynn)
	The role of inventing users in the diffusion of surgical techniques (Mareike Hinsch)		Enhancing Customization with 3D Printing: Value Creation Potential of Additive Manufacturing from a Consumer's Perspective. (Christian Weller)
	The Significant Impact of Personality Traits on Consumers' Innovation Activities in Different Innovation Stages (Lennart Schnarr)		Dynamic Interfaces for User Innovation (Hari Suman Naik)
	Does rivalry preclude free revealing? An agent-based model of private-collective innovation systems (Christina Raasch)		◆ User Communities Poster Talks (see below for details)

13:30-14:30   Farewell Lunch - Williams Room, Spangler Hall
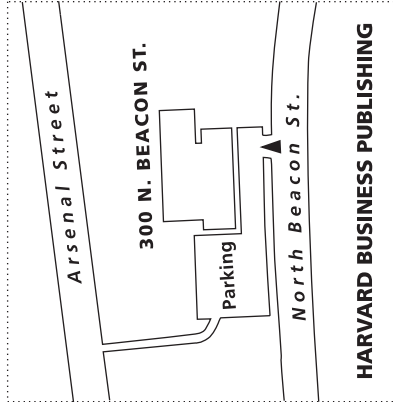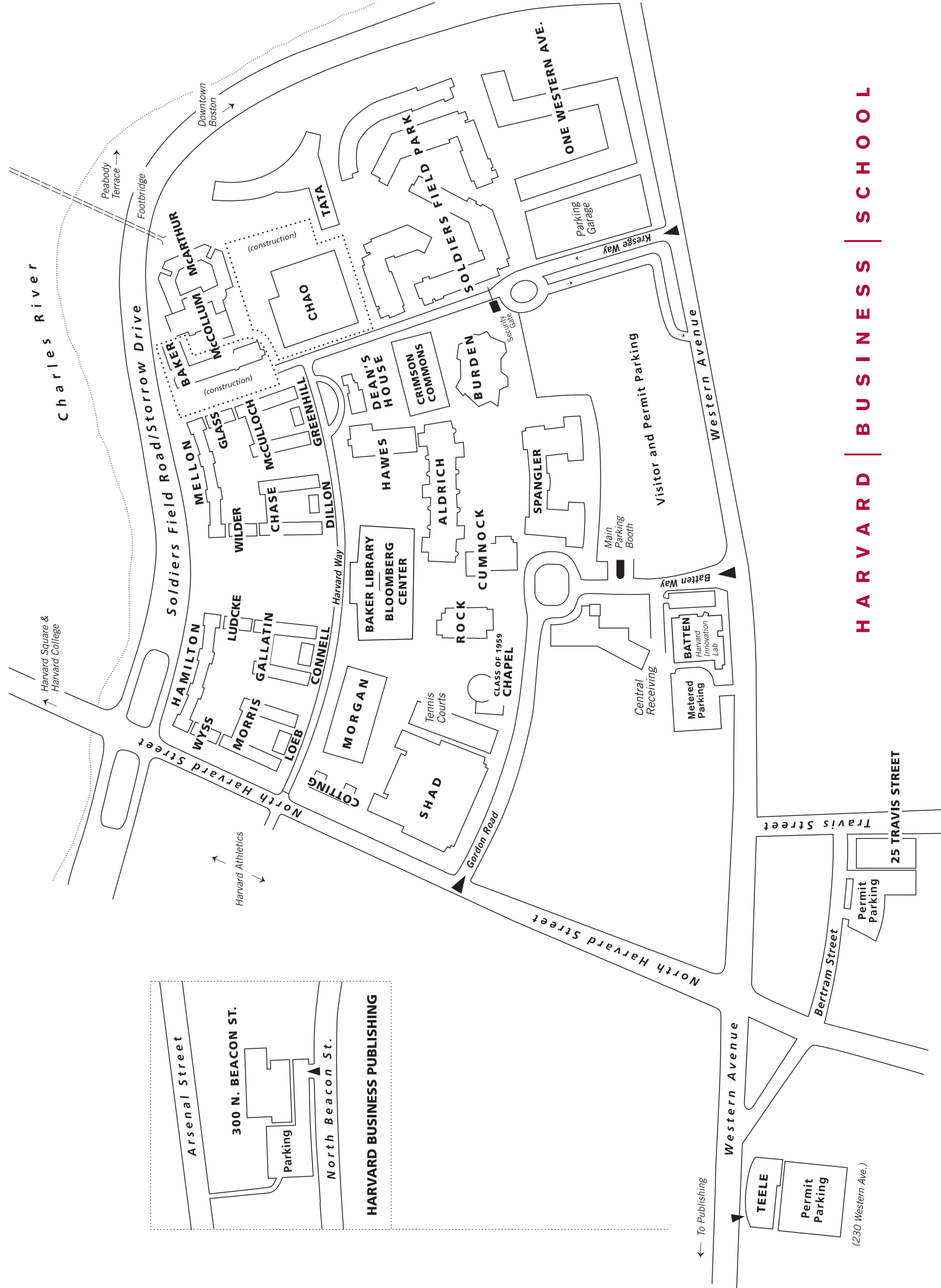
Open Source Poster Talks
- Diversity of participants in open source projects: Revealing differences within and between software, content, fun and business communities (Daniel Ehls)
- Free- and Open Source Software (FOSS) in Emerging Countries - A Qualitative Case Study on the Role of Users in Policy Development in Southern India (Schirg Florian)
- Evolution of Coupled Engagement between SMEs and an Open Source Community (Jonathan Sims)
- When young firms change – the case of decreasing openness (Joachim Henkel)

Problem Solving Poster Talks
- User innovation and user innovators in Colombia (Sandra Sanchez)
- The UPS Scale: An Instrument for Measuring Users' Perception of Simplicity (Sara F. Jahanmir)
- Involve customers in problem-solving process: how to catch the right customer? (Belbaly Nassim)
- Involving users in evaluation of innovation commercialization readiness (Irina Fiegenbaum)
- Understanding the role of users in radical innovation of meanings (Sara Jane Gonzalez)
- User Innovation as Problem Solving: Perspectives from the Global South (Gillian Marcelle)
- How user-designed learning environments affect performance (Albrecht Karlusch)

Toolkits Poster Talks
- ◆ Essential toolkit for sustaining innovation based on new product design techniques (Salvador Gonzalez Garcia Chavaprof)
- ◆ Disentangling users' preferences for uniqueness in product customization (Markus Hagenmaier)
- ◆ Value Generation in the Process of Self-Designing – A Longitudinal Study of Toolkits for User Innovation and Design (Nik Franke)

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