

## **P39 - Innovation and Intellectual Property Management Strategies for Digital Futures**

### 18. INTELLECTUAL PROPERTY MANAGEMENT

**Ioana Stefan**<sup>1</sup> ([ioana.stefan@mdu.se](mailto:ioana.stefan@mdu.se))

Peter E. Johansson<sup>1</sup> ([peter.e.johansson@mdu.se](mailto:peter.e.johansson@mdu.se)), Anders Wikström<sup>1</sup> ([anders.wikstrom@mdu.se](mailto:anders.wikstrom@mdu.se))

<sup>1</sup> Mälardalen University

**Track summary:** Digital technologies (DTs) promise to enable more rapid and effective innovation processes and outcome, foster increased novelty and revenues, and heighten transparency and openness, as well as data sharing. At the same time, DTs pose a set of complex challenges for innovation processes, for instance: blurring boundaries between innovation processes and outcomes, tensions related to competing demands in organizations, synchronizing analog and digital innovation processes simultaneously, or causing rapid shifts in innovation ecosystems. Additionally, innovation – and intellectual property (IP) management are not always coordinated at organizational as well as interorganizational levels, leading to a potential chasm. It thus becomes of particular interest to better understand how firms organize for innovation in the era of DTs and how benefits and challenges related to innovation and IP are balanced in a digital transformation context, shaping new strategies and approaches.