

P48 - Beyond the hype: shedding light on Open Innovation

23. OPEN INNOVATION AND CROWD SOURCING

Giovanni Tolin² (giovanni.tolin@santannapisa.it)

Francesca Capella¹ (francesca.capella@polimi.it), Alberto Di Minin²

(alberto.diminin@santannapisa.it), Federico Frattini¹ (federico.frattini@polimi.it)

¹ Politecnico di Milano (Milan, Italy)

² Sant'Anna School of Advanced studies (Pisa, Italy)

Track summary: The Open Innovation paradigm calls for a pragmatic approach, moving beyond mere hype. Traditionally defined as firms utilizing both internal and external ideas to advance technology, Open Innovation aims to create shared value through mutually beneficial relationships. However, not every initiative labelled as Open Innovation ensures mutual benefit, leading to hidden failures. We argue that this "dark side" of Open Innovation, where failures emerge as likely as successes, needs further exploration.