

## **P50 - Reviving the relevance of Open Innovation in an era of platforms, ecosystems and digitalization**

### 23. OPEN INNOVATION AND CROWD SOURCING

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**Track summary:** 20 years ago, the concept of open innovation was introduced. Since then the topic has proliferated in both R&D practice and academic research communities. The open innovation agenda pointed to, among other things, aspects of modularity, connectedness and interdependencies of technological architectures in relation to strategic and operational R&D management considerations for entrepreneurial, corporate and policy activities. At the same time, technological and organizational prospects did not stand still during two decades. In recent years, the business landscape has witnessed a transformative shift characterized by the rise of platforms, the emergence of ecosystems, and the pervasive influence of digitalization. Such transitions have profound implications for the practice of R&D Management, particularly in the context of open innovation. In this theme, we seek to foster a comprehensive understanding of how open innovation can adapt, thrive, and drive value creation amid the dynamic forces of platforms, ecosystems, and digitalization.

Topics of interest for this track include, but are not limited to:

- Open Innovation in platform-based economies: Examining the role of open innovation in platforms and understanding its impact on business models.
- Strategies for leveraging platform ecosystems to enhance open innovation practices.
- Ecosystem dynamics and Open Innovation: Exploring the interplay between innovation ecosystems and open innovation processes.
- Digitalization and Open Innovation: Assessing the influence of digital technologies and platforms on open innovation strategies.
- Open Innovation and R&D Strategy: Examining the challenges and opportunities of aligning open innovation with strategic objectives.
- Collaborative models and partnerships: Assessing the role of cross-industry collaborations in driving open innovation in platform industries and innovation ecosystems.
- Open Innovation metrics and evaluation: Developing metrics to measure the effectiveness of open innovation initiatives during digital transformation.