

Leading Open Innovation – What’s in it for universities?

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Area: Strategy, OB, Entrepreneurship

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Abstract

As academics, we have been researching open innovation (OI) in depth and breadth for about 20 years. There is now broad experience on how it works, who contributes, and which platforms best support OI initiatives. Findings often suggest strategies, methods and applications for firms on how to adopt OI inside the firm and in their interactions with external stakeholders. A main focus is on how to leverage the work of R&D departments (often seen as “closed innovation”) with OI initiatives. Interestingly, there is much less focus on how we in academia can use OI initiatives to leverage our own work in universities, institutes, projects and teams.

Prof. Möslein will build on the experience from a broad network of OI experts (as summarized e.g. in Huff/Möslein/Reichwald 2015 - <https://mitpress.mit.edu/books/leading-open-innovation>) and invite discussion on the options and potential of OI for universities in the future. She hopes that the session will be interactive and help to co-create first steps towards a research agenda

Speaker Profile



Prof. Möslein has been the Chair of Innovation and Value Creation at FAU since 2007. She also holds the position of Vice President (Outreach) at FAU. Prof. Möslein has published widely in the area of OI and some of her current research interests lie in hybrid value creation, innovation contests, and community-based networks. She is part of the group that runs an interesting initiative called [JOSEPHS®](#) in the Nuremberg city centre which provides an open space for interaction between service providers and users so that they can find ways to innovate together. Prof. Möslein's profile can be accessed at <https://www.fau.eu/fau/organisation-and-committees/executive-board/vice-president-outreach/>