Open Innovation in SMEs: Exploring the Ecosystem

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BACKGROUND

Business Ecosystem (unit of analysis)
- "loosely interconnected participants that depend on one another for their effectiveness and survival" [1]
- cooperation and competition that happens simultaneously between companies support coevolution of new capabilities leading to new innovations [2]

Open Innovation (OI) in Small and Medium Enterprises (SMEs)
- many aspects are not yet completely understood [3]
- OI is happening on the inter-firm level between various stakeholders of the ecosystem [4,5]

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FINDINGS

"We are creating a demand." Company E

"We are also outsourcing production to companies that have 100 percent focus on production; they do it better than us." Company B

Organizational Aspects of OI in Ecosystem
- Lack of balance between SMEs and large firms [9]
- Cooperation and coopeation [10]

Challenges in Adoption of OI Strategies
- Market and customer readiness [7]
- Trust and creditability [8]

REFERENCE


1st Annual World Open Innovation Conference
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