

Strategic Innovation

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Project description:

Organisations across a range of industries are changing the nature of their innovation process and the ways they interact with external actors as a result of new technologies, organisational developments and societal challenges (see: Dhlander et al., 2021; Cozzolino and Rothaermel, 2018; Filiou, 2021; The Economist, 2020; Ahn et al., 2019; Di Minin et al., 2021, McGahan et al., 2021).

The aim of this call is to invite research proposals that will explore the following or similar topics:

- The nature of open innovation and the processes for sourcing and exploiting knowledge (e.g. crowdsourcing, knowledge revealing)
- The links between openness, the internal management and structure of the innovation process and organisational design
- New business models and organisational interactions in platforms and ecosystems

The doctoral research could explore such questions in connection to the literature on dynamic capabilities and their micro-foundations (Helfat and Peteraf, 2015), open innovation, cooperation – competition and the dynamics between new entrants and established firms (Cozzolino and Rothaermel, 2018; Filiou, 2021; Egers and Francis-Park, 2018) or other suitable theoretical perspectives.

Indicatively, the doctoral research could employ comparative and longitudinal case study research (Eisenhardt, 1989) or mixed methods as appropriate and explained in the proposal, together with potential access to relevant organisations and data sources.

A particular interest is given to industries and sectors implementing digital technologies for openness and/or that are proximate to AI applications (e.g. Cockburn et al., 2019), such as pharmaceuticals and health care (e.g. Garbuio and Lin, 2019). However, the research could focus on any suitable industry or sector (see Ahn et al., 2019; McGahan et al., 2021) or compare across sectors.

About the Supervisors:

Dr Despoina Filiou's research has focused on the role of external sourcing and exploitation of knowledge in firm innovation in sectors undergoing radical technical change, by looking at strategic alliances and open innovation. For more information: <http://www.open.ac.uk/people/df5743#tab2>

Professor Elizabeth Daniel's research interests that span the areas of information systems and new venture creation and entrepreneurship. For more information: <http://www.open.ac.uk/people/emd87>

References / readings:

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