### Program

**Monday, July 10**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Aula</td>
<td>Registration + Breakfast</td>
</tr>
<tr>
<td>09:00 - 09:30</td>
<td>Hörsaal 1 (HS1)</td>
<td>Welcome to OUI 2017</td>
</tr>
<tr>
<td>09:30 - 10:00</td>
<td>Hörsaal 1 (HS1)</td>
<td><strong>Keynote</strong> Trends and Promising Directions in OUI Research&lt;br&gt;Eric von Hippel, Massachusetts Institute of Technology</td>
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<tr>
<td>10:00 - 10:30</td>
<td>Hörsaal 1 (HS1)</td>
<td><strong>Keynote</strong> User Generated Innovation as Ritual&lt;br&gt;Shobana Subramanian Arora, Google Inc.</td>
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<tr>
<td>10:30 - 11:00</td>
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<td>Coffee Break</td>
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<tr>
<td>11:00 - 13:00</td>
<td></td>
<td><strong>User Innovation and Diffusion</strong>&lt;br&gt;<strong>Problem Solving and Toolkits</strong></td>
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<tr>
<td>13:00 - 14:00</td>
<td></td>
<td>Lunch</td>
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<tr>
<td>14:00 - 15:00</td>
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<td>Networking and Optional Activities</td>
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<tr>
<td>15:00 - 15:30</td>
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<td><strong>Keynote</strong> Radical Innovation: Patterns, Pitfalls, and Profits&lt;br&gt;Gerard J. Tellis, USC Marshall School of Business</td>
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<tr>
<td>15:30 - 16:00</td>
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<td>Coffee Break</td>
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<tr>
<td>16:00 - 18:00</td>
<td></td>
<td>Firms Interaction with User Innovation&lt;br&gt;User Innovation in Healthcare</td>
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<tr>
<td>18:00 - 22:00</td>
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<td>Dinner Restaurant Stiftskeller</td>
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**Tuesday, July 11**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>08:00 - 09:00</td>
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<tr>
<td>09:00 - 09:30</td>
<td>Hörsaal 1 (HS1)</td>
<td><strong>Keynote</strong> Avalanches: Facing the Unknowable&lt;br&gt;Rudi Mair, Director of Avalanche Warnings Tyrol (Austria)</td>
</tr>
<tr>
<td>09:30 - 10:30</td>
<td>Hörsaal 1 (HS1)</td>
<td><strong>Innovation Policy 1</strong>&lt;br&gt;Contest, Crowdsourcing and Open Innovation 1</td>
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<tr>
<td>10:30 - 11:00</td>
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<td>Coffee Break</td>
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<tr>
<td>11:00 - 13:00</td>
<td></td>
<td><strong>Sharing Economy and Platforms</strong>&lt;br&gt;Contest, Crowdsourcing and Open Innovation 2</td>
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<tr>
<td>13:00 - 14:00</td>
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<td>Lunch</td>
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<tr>
<td>14:00 - 15:00</td>
<td></td>
<td><strong>Innovation Policy 2</strong>&lt;br&gt;Contest, Crowdsourcing and Open Innovation 3</td>
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<tr>
<td>15:00 - 15:30</td>
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<td><strong>Keynote</strong> The R Community: An Insider's Perspective&lt;br&gt;Achim Zeileis, Universität Innsbruck</td>
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<tr>
<td>15:30 - 16:00</td>
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<td>Coffee Break</td>
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<tr>
<td>16:00 - 18:00</td>
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<td><strong>Law and IP</strong>&lt;br&gt;Contest, Crowdsourcing and Open Innovation 4</td>
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<tr>
<td>18:00 - 19:00</td>
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<td>Transfer to Restaurant Seegrube</td>
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<td>19:00 - 22:30</td>
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<td>Galadinner Restaurant Seegrube</td>
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Program

Wednesday, July 12

<table>
<thead>
<tr>
<th>Time</th>
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<th>Event</th>
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<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Aula</td>
<td>Breakfast</td>
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<tr>
<td>09:00 - 09:30</td>
<td>Aula</td>
<td>Keynote: The New Normal of Innovation - Digital Intelligent Innovation Ecosystem Johann Füller, Universität Innsbruck</td>
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<tr>
<td>09:30 - 10:30</td>
<td>Hörsaal 1 (HS1)</td>
<td>User Innovation and Psychology</td>
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<td>Hörsaal 2 (HS2)</td>
<td>Communities: User Innovation and Open Source 1</td>
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<tr>
<td>10:30 - 11:00</td>
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<td>Coffee Break</td>
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<tr>
<td>11:00 - 12:45</td>
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<td>Crowdfunding</td>
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<td>Communities: User Innovation and Open Source 2</td>
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<tr>
<td>12:45 - 13:00</td>
<td></td>
<td>Conference Closing</td>
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<tr>
<td>13:00 - 14:00</td>
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<td>Lunch</td>
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Conference Venue

Ground Floor
Program
Track Sessions

User Innovation and Diffusion | HS 1 | Monday, July 10 | 11:00 – 13:00

Track Chair: Jeroen de Jong

Paper:
- Diffusion of user innovation within online communities from the social network perspective | Wonho Lee, Youngbae Kim
- Why new products appear in unexpected places and what we can learn from it to spur product development | Konstantin Fursov, Jonathan Linton
- The Field of External Search and the Search for External Knowledge | Sara Heuschneider, Daniel Ehls, Cornelius Herstatt
- Decision Makers’ Underestimation of User Innovation | Philip Bradonjic, Nikolaus Franke, Christian Luethje
- User Innovation – A systematic literature review from 1970 to 2013 | Sandra Jennina Sanchez, Alazne Mujika-Alberdi
- Innovation Diffusion via Remixing Digital Objects: The Role of Word-of-Mouth Commentary in Online User Communities | Gregory Fisher, Michael Stanko

Poster:
- User Innovation and Diffusion in Online Firm-hosted User Communities – The Case of China | Yu-Shan Su
- Measuring Innovation Performance with Creativity between Free Closed and Open Innovators | André Witzel
- Opportunity costs of Household Sector Innovation – A study in the Emirates | Daan Rademaker, Jeroen De Jong

Problem Solving and Toolkits | HS 2 | Monday, July 10 | 11:00 – 13:00

Track Chairs: Eric von Hippel, Georg von Krogh, Nik Franke

Paper:
- SELECTIVE BROADCAST SEARCH – IMPROVING PROBLEM-SOLVING’S EFFICIENCY USING A COMPANY’S INTERNAL CROWD | Christian Pescher, Katja Hutter, Johann Füller, Michael Heiss
- Value Development During the Self-Design Process: A Demonstration and Explanation of the “Swoosh” Effect | Nikolaus Franke, Franziska Metz, Moreau Page
- Problem solving without problem formulation: Documenting need-solution pairs in a laboratory setting | Ruth Stock, Christian Holthaus
- SCENARIO DESIGN: USING DESIGN THINKING IN SCENARIO TECHNIQUE AMONG TECHNOLOGY CLUSTERS | Jahn Reimo, Hans Koller, Michael Andreas Zeng
- Gaining Insight for Innovation | Peter Hu, Shannon Heald, Peter, Malonis, Howard Nusbaum

Poster:
- Everyone is a designer – Radical Innovation to Foster User Creativity in Toolkits | Filippova Evgeniia, Nikolaus Franke
- Application of Structured Methods for Understanding Problems by User Innovators | Jennifer Ottingbe

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Firms Interaction with User Innovation | HS 1 | Monday, July 10 | 16:00 – 18:00

Track Chairs: Christina Raasch

Paper:

Wicked Design for Wicked Goals - How Hyperloop Transportation Technologies Challenges Organisation Design Theory | Ann Majchrzak, Terri Griffith, David Reetz, Oliver Alexy

An exploration of on-demand innovation model in organizations | Jiang Huang, Jin Chen

THE DIGITAL REVOLUTION, 3D PRINTING, AND INNOVATION AS DATA

| Arc Rindfleisch, Matthew O’Hern, Vishal Sachdev

Linking user innovation and social innovation - an explorative case study on Lead User identification in the humanitarian sector | Daniel Kruse, Moritz Goeldner, Cornelius Herstatt

Universities as Lead Users | Sofia Patsali, Stefano Bianchini, Patrick Llerena

Poster:

Customization in the Smart Product Age - Consumer’s Response to Smart Products for Product Customization in the Usage Stage | Ning Wang, Frank Piller

The prototype used in the implementation of the “Need-Solution Pairs” - The prototype use of single-user and multi-user to relate “Need-Solution Pairs” | Akimitsu Hirota

How learning effects lead to higher quality and more novel solutions in pyramiding search | Nikolaus Franke, Barbara Mehner, Kathrin Reinsberger

The Management of User Driven Innovation Processes: Towards a Systematic Review | Guido Bartoluzzi, Khatereh Ghasemzadeh

User knowledge utilization and distributed sensemaking | Andreas Benker

When the Use of Open and User Innovation Methods is effective: The Moderating Effect of the Organizational Setup | Michael Nobis, Nikolaus Franke, Peter Keinz

Please note: the listing above corresponds to the order of presentations.

User Innovation in Healthcare | HS 2 | Monday, July 10 | 16:00 – 18:00

Track Chairs: Steven Flowers, Harry DeMonaco, Pedro Oliveira

Paper:

A “Next Generation” for Public Health Intervention Models: The Public as Innovators | Christina von Hippel

People with Disabilities as Product Innovators: A Pilot Study | Peter Conradie, Aron-Levi Herregods, Lieven De Marez, Jelle Saldien

If necessity is the mother of invention, are patients from developing countries keen innovators? | Pedro Oliveira, Helena Canhao, Salomé Azevedo, Joao Silva

The Evolution of Stealth Innovation in Nursing: History, Drivers and Prototyping Genome from the MakerNurse Study | Anna Young, Nikolas Albarran, David Marshall, Maureen DeMenina, Max-Philipp Schrader, Jose Gomez- Marquez

Poster:

The hurdles to diffusion of a user innovation in a market dominated by experts – the case of PEARS | Leid Zejnilovic, Pedro Oliveira

The role of healthcare professionals in the diffusion of patient innovations: An experiment in the field of physical medicine and rehabilitation | Merle Schlottmann, Pedro Oliveira

How lead users impact the decision-making in innovation process? | Senda Belkhouja, Corine Genet, Vincent Mangematin

The impact of user innovation on patients’ health-related quality of life – an explorative case study on medical app developers | Moritz Goeldner, Cornelius Herstatt

Patientube - Supporting patients and their relatives by curated expert and user generated peer videos – an analysis of critical success factors | Andrea Hofmann-Rinderknecht, Andreas Kreimaier, Gerhard Buchegger, Dominik Walcher

Sustainable Healthcare: mechanisms of co-innovation by patients and providers | Adam Seymour

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Innovation Policy 1 | HS 1 | Tuesday, July 11 | 09:30 – 10:30
Track Chairs: Peter Svensson, Dietmar Harhoff

Paper:
Policy Choices in Supporting Collective Innovation: A Study of Pharmaceutical R&D Consortia | Joel West, Paul Olk
Identification and Classification of User Innovation: Implications for Future Research | Jakob J. Korbel, Matti Grosse
Trajectories of Local Open Government: Investigating Managerial Perception of Innovativeness | Lisa Schmidhuber, Dennis Hilgers

Please note: the listing above corresponds to the order of presentations.

Contests, Crowdsourcing and Open Innovation 1 | HS2 | Tuesday, July 11 | 09:30 – 10:30
Track Chairs: Frank Piller, Johann Füller, Ronald Maier

Paper:
Entrepreneurial ventures as sources for innovation? How incumbents (under)utilize corporate incubators and accelerators as an open innovation approach | Sandra Luisa Moschner, Cornelius Herstatt
Mapping Open Innovation in SMEs and Large Companies in KSA: A Case in the Industrial City in Riyadh | Amal Al-Dulaigan, Afaf Bugawa, Odeh Al-Jayyousi
Is Open Innovation in Startups’ DNA? | Zeljiko Tekic
Consumers hijacked my idea contest! Managers’ preference formation and reactions towards deviant content in ideation contests | Alexandra Gatzweiler, Vera Blazevic, Frank Piller

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Sharing Economy and Platforms | HS1 | Tuesday, July 11 | 11:00 – 13:00
Track Chairs: Wouter Boon

Paper:
Explaining the Vertical to Horizontal Transition in the Computer Industry | Carliss Y. Baldwin
Platform Ecosystems: How Developers Invert the Firm | Geoffrey Parker, Marshall Van Alstyne, Xiaoyue Jiang
Who should benefit in a sharing economy model: a look at resource endowment and trust | Christopher Smolka, Christoph Hienerth, Franz W. Kellermanns
To share or not to share – Exploring the impact of sharing behaviour on user innovativeness | Frank Tietze, Thorsten Pieper, Carsten Schultz, Cornelius Herstatt
Open Innovation in the digital age. New options to close the gap between universities and companies? | Boris Alexander Becker

Poster:
Principles of crowd-based organizing: unpacking platforms’ functions and processes | Robert M. Bauer, Thomas Gegenhuber
The ‘free strategy’: economics of open versus proprietary designs | Alfonso Gambardella, Eric von Hippel
Pay-as-you-drive models in the sharing economy: A comparison of German and U.S. car owners | Mario Schaarschmidt, Körsken Raoul, Höber Björn, Hacker Patrick
The Role of Users in the Platform Economy – A multiple case study of institutional change by users of Airbnb | Wouter Boon, Kristy Spruit

Please note: the listing above corresponds to the order of presentations.

Contests, Crowdsourcing and Open Innovation 2 | HS2 | Tuesday, July 11 | 11:00 – 13:00
Track Chairs: Frank Piller, Johann Füller, Ronald Maier

Paper:
Pressure in Crowdsourcing Contests | Jonas Heite, Karin Hoisl
An organization with many faces: a crowd-based venture’s versatility in resource mobilization | Thomas Gegenhuber, Robert M. Bauer
From Few to Many: Scaling Crowdsourcing Design Platforms | Thomas Kohler, Lea Rützler
How Robust are the Results? A Bayesian Averaging Approach for Tackling Replication and Model Uncertainty in Research on Inbound Open Innovation | Bernd Ebersberger, Fabrice Galia, Keld Laursen, Ammon Salter
Attenuating the Not-Invented-Here Syndrome: The Value of Behavioral Remedies | Julian Hannen, David Antons, T. Oliver Salge, Frank Piller

Poster:
Gender Imbalance Online | Andrea Blasco, Karim R. Lakhanani, Michael Menietti, Nidhi Chaudhary
Idea-related Knowledge Accumulation in Online Innovation Collectives | Brita Schiemann, Maryse M. H. Chappin, Andrea M. Hermann, Gaston J. Heimek
Organizing for open service innovation: Moving beyond manufacturing | Deborah Roberts, Simona Spedale, Wolfgang Gruel
The positive side of the corruption effect: Inducing controlled motivation to increase accuracy in crowd evaluation | Christian Garaus
Self-selection in online innovation contests | Nikolaus Franke, Philipp Topic, Ines Reith
Who are your design heroes? Exploring user roles and behavior in a community-based design contest | Manuel Moritz, Tobias Redlich, Jens Wulfesberg

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Innovation Policy 2 | HS1 | Tuesday, July 11 | 14:00 – 15:00
Track Chairs: Peter Svensson, Dietmar Harhoff

Paper:

Innovation in the Household Sector: Definitions, Statistical Measurement and Policy | Fred Gault

Open Social Innovation Dynamics and Impact: Exploratory Study of a Fab Lab Network | Thierry Rayna, Ludmila Striukova

Poster:

Translating user innovation research to innovation policy action | Jari Kuusisto, Liting Liang

Please note: the listing above corresponds to the order of presentations.

Contests, Crowdsourcing and Open Innovation 3 | HS2 | Tuesday, July 11 | 14:00 – 15:00
Track Chairs: Frank Piller, Johann Füller

Paper:

The Double Selection Environment: Ideas Selected by Crowds and Experts | Lars Frederiksen, Michaela Beretta, Dirk Deichmann

Too Many Cooks Spoil the Broth: Community Feedback and Idea Quality in Idea Contests | Isabella Seeber, Daniel Zantedeschi, Anol Bhattacherjee, Johann Füller

Poster:

Factors influencing the quality of open ideas: Open innovation, networks and interlocking ties | Nassim Belbaly, Rajaa El Mezouaghi, Calin Gurau

Divide and Conquer: Experimental Analysis of Mechanisms that enable Crowd Filtering of Crowd-Generated Ideas | Viktoria Banken, Isabella Seeber, Alexander Merz, Ronald Maier

Ecosystems in idea evaluation. An explorative analysis of multiple crowdsourcing platforms | Ralph Lichtner

Evaluating crowd-sourced ideas: Influence of idea characteristics on crowd and organizational evaluators | Lisa Kristina Wimbauer, Patrick Figge, Carolin Haeussler

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Law and IP | HS1 | Tuesday, July 11 | 16:00 – 18:00
Track Chairs: Katherine Strandburg, Andrew Torrance

Paper:

The strategic coupling of intellectual property management and co-creation | Anja Tekic, Kelvin Willoughby

THE INTERPLAY BETWEEN USER INNOVATION, THE PATENT SYSTEM AND PRODUCT LIABILITY LAWS: POLICY IMPLICATIONS | Stijepko Tokic

Users, Patents and Innovation Policy | Katherine Strandburg

THE PHANTOM TROLLBOOTH - EXPERIMENTS ON PATENT TROLLS AND HOW THEY AFFECT INNOVATION | Andrew Torrance

Poster:

Open-source and for-profit innovation in the world of ‘things’. A pilot study in the circular economy in Flanders (Belgium) | Geertrui Van Overwalle, Lodewijk Van Dycke

Please note: the listing above corresponds to the order of presentations.

Contests, Crowdsourcing and Open Innovation | HS2 | Tuesday, July 11 | 16:00 – 18:00
Track Chairs: Frank Piller, Johann Füller

Paper:

Enabling Community-based Crowdsourcing: The Role of Open Innovation Intermediaries and Co-creation Capabilities | Krithika Randhawa, Ralf Wilden

Crowdsourcing without Profit: How Seeker Motivation and Strategies Drive Local Community Innovations | Krithika Randhawa, Ralf Wilden, Joel West

Challenges and Capabilities to Profit from Customer Co-creation in Organizations | Christiane Rau, Katja Krämer, Kristiana Pavlova

Unfolding Agile Innovation Capabilities in Co-located Innovation Labs | Florian Fecher, Johanna Winding, Katja Hutter, Johann Füller

B2B Crowdsourcing for NPD and Innovation: a Literature Review and Research Directions | Sylvia Dimitrova

Poster:

Individual search and innovation performance in open innovation | Anne Greul, Tim Schweinsfurth, Christina Raasch, Chia-Hui Wu

How close are open innovation partners? Degrees of institutionalization of firm-consumer collaboration for innovation | Eva Lendowski, Ansgar Buschmann, Gerhard Schewe

Investigating self-selection mechanisms induced by selective revealing | Markus Deimel, Christopher Lettl

Solver motivations in complex innovation contests | Ademir Vroljik

The role of the entrepreneur in managing crowdsourcing in SMEs | Izabella Bereczki

Deep Learning User Entrepreneurship - Analyzing Text, Audio and Video Content in Crowdfunding | Jermain Kaminski

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

User Innovation and Psychology | HS1 | Wednesday, July 12 | 09:30 – 10:30
Track Chairs: Matthew O’Hern

Paper:
- The Company or the Crowd? Comparing Consumers’ Reactions to Peer-Provided and Firm-Provided Customer Support | Lan Jiang, Matthew O’Hern, Sara Hanson

Poster:
- Uncovering the value basis of user innovation | Helle Alsted Sandegaard, John Thøgersen
- Lead Userness and Innovative Work Behavior in Application Development: A Dual Path Model | Maria Schauschmidt, Dirk Homscheid, Björn Höber, Matthias Bertram
- The interplay of e-lancers’ character traits and digital signals – Performance implications in online labor markets | Ruth Stock, Christian Holthaus
- Does Job-related Innovation Benefit User Innovations? An Investigation of Spillover Effects | Ruth Stock, Carmen S. Lukoschek
- From user-innovator to user-entrepreneur: Designing and delivering a university course to foster the co-creation of business models | Albrecht Karlusch, Kathrin Reinsberger, Wolfgang Sachsenhofer
- The Tawny Project – Flow Measurement Based on Biofeedback to Improve Distributed Innovation Systems | Marco Maier, Michael Bartl, Daniel Richter

Please note: the listing above corresponds to the order of presentations.

Communities: User Innovation and Open Source | HS2 | Wednesday, July 12 | 09:30 – 10:30
Track Chairs: Christopher Lettl, Joachim Henkel, Johann Füller

Poster:
- Legitimacy creation in grassroots innovations: Community supported agriculture in the Netherlands | Ellen H.M. Moors, Laura M. van Oers

Paper:
- Designing Organizations for Productive Bursts | Georg von Krogh, Thomas Maillart, Stefan Haefliger, Didier Sornette
- Social Identification and Entrepreneurial Action: An Investigation into Hacker-Maker Communities | Maria Halbinger, Francesca Melillo
- Triggers of collaborative prototyping: A netnographic study of user innovation in open source hardware communities | Matti Grosse, Jakob Pohlisch, Jakob J. Korbel

Please note: the listing above corresponds to the order of presentations.
Program

Track Sessions

Crowdfunding | HS1 | Wednesday, July 12 | 11:00 – 12:45
Track Chairs: Lars Bo Jeppesen

Paper:
Beyond the Platform - Designing Enterprise Crowdfunding to Foster Intrapreneurship | Robert Kleinscheck, Katja Hutter, Johann Füller
Does hierarchical distance bias idea evaluation? | Tim G. Schweisfurth, Michael A. Zaggl, Claus P. Schöttl, Christina Raasch

Poster:
Crowdfunding Science? | Lars Frederiksen
Crowdfunding for family firms in a resource exchanging context | Martin Danler
Beyond Funding – Exploring the Effect of Enterprise Crowdfunding on Employee Engagement | Carina Benz, Niels Feldmann

Please note: the listing above corresponds to the order of presentations.

Communities: User Innovation and Open Source 2 | HS2 | Wednesday, July 12 | 11:00 – 12:45
Track Chairs: Christopher Lettl, Joachim Henkel, Johann Füller

Paper:
Who Moves to the Centre of Gravity? Developers’ Progression from Periphery to Core in the Linux Kernel Development Project | Marvin Hanisch, Stefan Berreiter, Carolin Häussler, Sven Apel
Open Radar Groups: The Integration of Online Communities into Open Foresight Processes | Michael Andreas Zeng, Hans Koller, Jahn Reimo
Three Triggers of Search — Why Young Firms Change Selective Revealing over Time | Joachim Henkel, Hepp Dominik

Poster:
Delegation in Knowledge Creating Online Communities | Shiko Ben-Menahem, Yash Raj Shrestha, Georg von Krogh
Combining crowdsourcing and toolkits to a business model: The case of Stata Corp. | Kathrin Reinsberger, Nikolaus Franke
Innovating beyond firm boundaries: Effects of resource deployment control in open source software development | Mario Schaarschmidt
Open Source Software Developer-Community Role Conflict and Organizational Turnover | Mario Schaarschmidt

Please note: the listing above corresponds to the order of presentation
Innovation and Entrepreneurship
Local Hosts:
Johann Füller
Simon Fuger

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