



Open and User Innovation Conference

15th International Open and User Innovation Conference

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July 10 – 12, 2017
Universität Innsbruck

Program

Monday, July 10

	Aula	Hörsaal 1 (HS1)	Hörsaal 2 (HS2)
08:00 - 09:00	Registration + Breakfast		
09:00 - 09:30	Welcome to OUI 2017		
09:30 - 10:00	Keynote Trends and Promising Directions in OUI Research Eric von Hippel , <i>Massachusetts Institute of Technology</i>		
10:00 - 10:30	Keynote User Generated Innovation as Ritual Shobana Subramanian Arora , <i>Google Inc.</i>		
10:30 - 11:00	Coffee Break		
11:00 - 13:00		User Innovation and Diffusion	Problem Solving and Toolkits
13:00 - 14:00	Lunch		
14:00 - 15:00	Networking and Optional Activities		
15:00 - 15:30	Keynote Radical Innovation: Patterns, Pitfalls, and Profits Gerard J. Tellis , <i>USC Marshall School of Business</i>		
15:30 - 16:00	Coffee Break		
16:00 - 18:00		Firms Interaction with User Innovation	User Innovation in Healthcare
18:00 - 22:00	Dinner Restaurant Stiftskeller		

Program

Tuesday, July 11

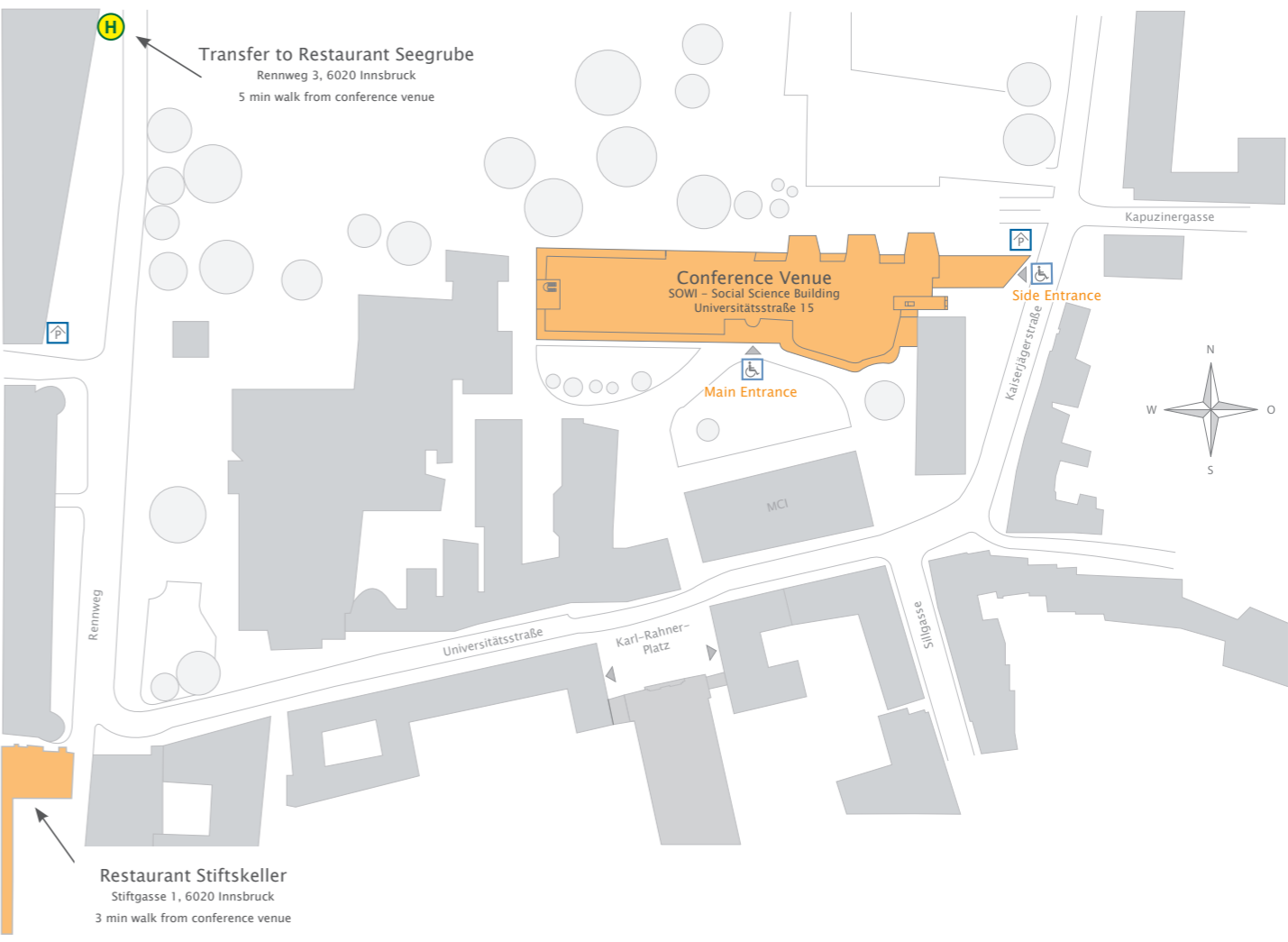
	Aula	Hörsaal 1 (HS1)	Hörsaal 2 (HS2)
08:00 - 09:00	Registration + Breakfast		
09:00 - 09:30	Keynote Avalanches: Facing the Unknowable Rudi Mair , <i>Director of Avalanche Warnings Tyrol (Austria)</i>		
09:30 - 10:30		Innovation Policy 1	Contest, Crowdsourcing and Open Innovation 1
10:30 - 11:00	Coffee Break		
11:00 - 13:00		Sharing Economy and Platforms	Contest, Crowdsourcing and Open Innovation 2
13:00 - 14:00	Lunch		
14:00 - 15:00		Innovation Policy 2	Contest, Crowdsourcing and Open Innovation 3
15:00 - 15:30	Keynote The R Community: An Insider's Perspective Achim Zeileis , <i>Universität Innsbruck</i>		
15:30 - 16:00	Coffee Break		
16:00 - 18:00		Law and IP	Contest, Crowdsourcing and Open Innovation 4
18:00 - 19:00	Transfer to Restaurant Seegrube		
19:00 - 22:30	Galadinner Restaurant Seegrube		

Program

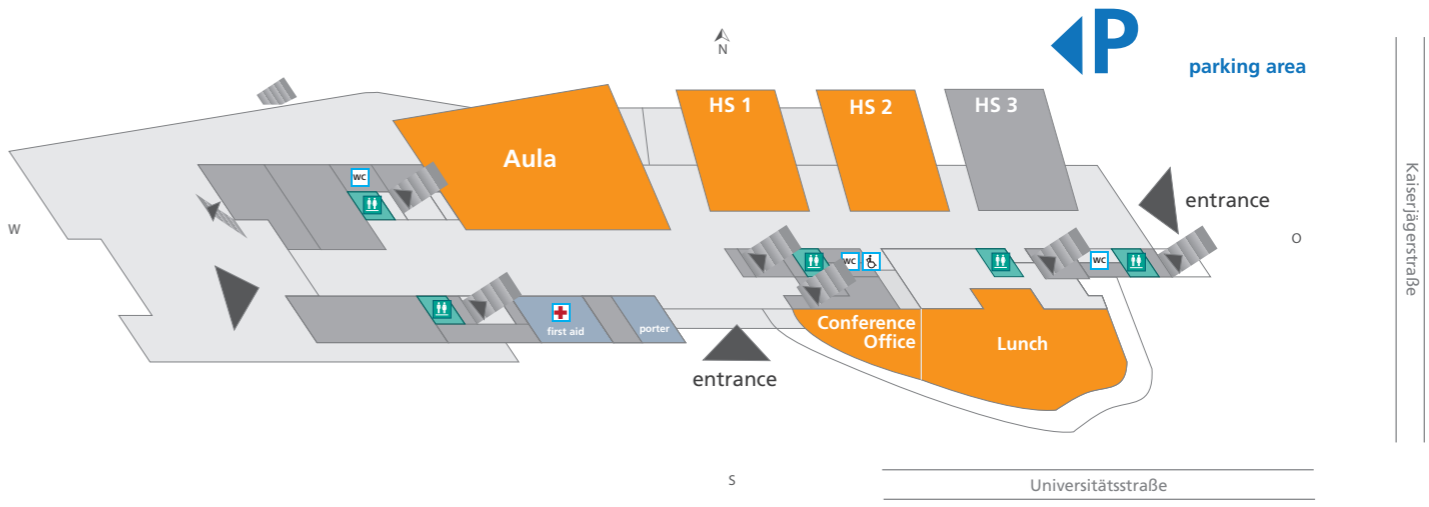
Wednesday, July 12

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

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*

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

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 Otigbe**

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
| *Aric 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 Bortoluzzi, 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 Herregodts, 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 DeMenna, 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 Seymor*

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, Könsgen 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. Lakhani, Michael Menietti, **Nidhi Chaudhary***

Idea-related Knowledge Accumulation in Online Innovation Collectives | **Brita Schemmann**, *Maryse M. H. Chappin, Andrea M. Hermann, Gaston J. Heimeriks*

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 Wulfsberg*

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 Bhattacharjee, Johann Füller**

Poster:

Factors influencing the quality of open ideas : Open innovatio, 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 4 | 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- Huei 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 Søndergaard**, John Thøgersen*

Lead Userness and Innovative Work Behavior in Application Development: A Dual Path Model | *Mario Schaarschmidt, 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 1 | 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. Korb*

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

Do Consumers Really Care About Crowdfunding? Exploring the Crowdfunding Effect on Innovation Perception | **Christian V. Baccarella**, Timm F. Wagner, Kai-Ingo Voigt

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

Teaching User Innovation through Competition – The challenge of cross-functional teams in digital learning environment | **Jaskari Minna-Maarit**, Enell-Nilsson Mona, Kantola Jussi

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:

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