Community for Innovations: Developing an Integrated Concept for Open Innovation

Abstract:
This paper presents a research project called “GENIE”. It aims at developing a concept for integrating external stakeholders into a company’s innovation management through a virtual community. This novel instrument for opening up a company’s innovation process towards external stakeholders enables collaborative creation and implementation of innovations along the entire innovation process. We focus on software companies and aim at developing and testing this approach in several real-world settings.

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