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Titel des Beitrags: Systematic selection of suitable Open Innovation methods

Abstract: The performance of Open Innovation (OI) is closely linked to the selection of suitable OI-methods, such as idea-contests, toolkits or cross-industry-innovations. It directly influences the quantity and quality of gained knowledge as well as appropriate incentives. As studies showed, selecting suitable OI-methods is still a challenge for companies, especially when unexperienced with OI. This paper presents a matrix-based approach for characterising and mapping a company’s OI-situation (boundary conditions and OI-goals) and potential OI-partners to suitable OI-methods. The matrix approach was implemented in a software tool to allow a semi-automated ranking of suitable OI-methods. It also supports the identification of most suitable OI-partner-method combinations if different alternatives are available. The matrix approach acts as a decision support, leaving the final decision to the planners of the OI-project. An initial evaluation of the matrix approach in the context of two industry projects was successful.

Stichworte: