Analyzing the influence of planning-parameters on Open Innovation performance

Outside-in Open Innovation (OI) allows to use the experience and expertise of external partners to develop new or improved products. In contrast to traditional cooperation approaches, it particularly focuses on the involvement of a large number of different partners, so-called crowds. An established crowdsourcing method is an ideation contest. However, when applied for the first time, companies tend to commission external service providers or to use a trial-and-error approach that often does not lead to insufficient results, for instance, in terms of ideas quality, cost-benefit ratio or success of incentives. Methodical support is limited so far. Thus, this paper analyses two series of community-based ideation contests concerning the effect of different planning activities and parameters. This lays the basis for further analyses and the development of a methodical planning approach enabling effective and efficient ideation contests.
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