

Topics in Open Innovation - Fall 2009

Mondays, 2:00pm – 3:30pm, room TBD, Haas School of Business, UC Berkeley

The organizers for this semester's series are Henry Chesbrough and Solomon Darwin, both of UC Berkeley.

The processes of industrial innovation are themselves being innovated. The locus of innovation is shifting, from largely being confined to operations within the four walls of the corporation, to a more distributed, open model of innovation (Chesbrough, 2003). In this more open approach, useful knowledge can be found from a wealth of possible sources. Companies need to re-orient their management processes to make greater use of external knowledge in their own innovation systems. In turn, companies would do well to let their own unused ideas flow to other businesses for them to use. Related topics involve the opportunity to engage with customers in more participatory processes, advancing science through more open, collaborative, and rapid means, and creating markets and pathways for people around the world to connect and innovate.

Students will be required to attend each seminar meeting, and will have to write 2 page commentaries on 3 of the presentations over the term. These will be shared with the presenters. There may also be advanced reading, depending upon the presenter that week.

This new speaker series brings together some thoughtful practitioners of this more open process of innovation, along with some excellent new academic research on new ways of conceptualizing innovation processes. If you would like to join the mailing list for papers and other information, please email Richard Henderson at richard@haas.berkeley.edu. For the latest version of the series agenda, and copies of papers, go to <http://openinnovation.haas.berkeley.edu/>

| <u>Date</u> | <u>Speaker</u> | <u>Organization</u> | <u>Designation</u> |
|-------------|--------------------|--------------------------------|------------------------------------|
| Sept. 14 | Joel West | San Jose State University | Associate Professor |
| Sept. 21 | Judy Estrin | J Labs | CEO |
| Sept. 28 | Keval Desai | Google | Director of Product Management |
| Oct. 5 | Joachim Henkel | Technical University of Munich | Chair, Professor |
| Oct. 12 | Hyun Park | Nokia | Head of Global Offering Management |
| Oct. 19 | Sabine Brunswicker | Fraunhofer Institute | Manager/Senior Researcher |
| Oct. 26 | Lesla Mitchell | Kauffman Foundation | Vice President |
| Nov. 2 | Wim Vanhaverbeke | Leuven University | Professor |
| Nov. 9 | TBD | | |
| Nov. 16 | Rob Valli | Cambridge University, UK | Academic Consultant |
| Nov. 23 | Vivek Wadhwa | Harvard Law School | Professor |
| Nov. 30 | Marco ten Vaanholt | SAP Community Network | Vice President |
| Dec. 7 | Johann Fueller | Hyve | Co-Founder |