

TRACK INFORMATION

Title: Benefits of and for Cross Industry Innovation, Open Innovation and Innovation Ecosystems

Outline (max. 300 words):

The interactive model of innovation includes the ability of all actors to influence others and to directly or indirectly promote innovation (Oksanen and Hautamaki, 2014). The combination of elements involved in an innovation ecosystem results in various patterns in the orientation towards open innovation (Vlaisavljevic, et al., 2020). The literature on open innovation offers a context for understanding the role of start-ups in the innovation ecosystem and how they use external expertise to become a viable member of it. In the light of the value of Chesbrough's influential work on OI (2003), the ability to recognize sustainable and innovative ecosystems is becoming a main priority for economic growth. In a global context, a number of grand challenges have emerged implying a need for more open and collaborative solutions to complex problems (George et al., 2016). As a result, many current trends will have an impact on innovation practices and policies, which will need to be adjusted to cope with the emerging complexities in the new innovation environment (Bogers et al., 2018).

As sustainable innovation becomes more important, there is an urgent need for a diverse range of sectors and stakeholders, including business and service providers, to address these challenges (McElroy, 2003). Cross industry innovation (CII) by crossing the boundaries of the industry to find possible applications for the generated knowledge, or to seek solutions to the innovation problem of the company in question, significantly expands the possibilities of innovation and development for both, startups and ecosystems. Despite the undoubted benefits of CII at different levels (Bader, 2013; Enkel and Bader, 2016; Behne et al. 2021), the cognitive distance that may exist between the source and target industry could make it difficult to identify and take advantage of opportunities that are generated beyond the borders of the industry itself. It is therefore very important to identify the antecedents and set of good practices, both at the company and ecosystems level, that favor CII.

Indicate a maximum of 5 key topics to be addressed in the track:

- Explore the relationship and dynamics between innovation ecosystem, open innovation and CII
- Compare the type and differentiated role of actors involved in innovation ecosystems, open innovation and CII
- How do innovation ecosystems can encourage the three types of CII?
- Firms' capabilities and resources for successful development of CII
- CII for sustainable innovation and circular economy

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