

Organized by the **Open & User Innovation Society** since 2002, the **Open and User Innovation Conference (OUI)** brings together researchers and reflected practitioners from around the world to exchange recent research and ideas on open innovation, user innovation, open source/open hardware, citizen/free innovation, open innovation policies, and related topics.

#OUI2021 Conference tracks include ...

- Open Social Innovation
- Open and User Innovation Platforms;
- Lead Users and User Identification;
- Firms' Capabilities for Open and User Innovation;
- Crowdsourcing and Distributed Problem Solving;
- Crowdfunding and User Entrepreneurship;
- Institutions, Innovation Law, and Policy;
- Open Software, Open Hardware, and Makers;
- Industry 4.0, User Process Innovation, and Data Ecosystems.

#OUI2021 is truly multidisciplinary, covering disciplines such as innovation management, organization design, marketing, intellectual property rights, entrepreneurship, and public policy, but also healthcare, psychology, and industrial engineering and design.

The OUI 2021 is hosted by the **Institute for Technology & Innovation Management** at **RWTH Aachen University**, Germany, but delivered as a **digital experience** due to the ongoing corona pandemic. But the OUI 2021 will be an interactive experience. The focus is on interaction, discussion, exchange, and learning. Along the official program, we will provide various networking opportunities for participants.

Registration is now possible at oui.open-innovation.com. Here, you always find the latest program and more information about the conference.

We are looking forward to welcoming you at #OUI2021. *Your conference hosts, Kathleen Diener, Frank Piller & Patrick Pollok*

Day 1: Monday, June 21, 2021

Warm-Up Day 1: **13:45 CEST (Aachen, Paris, Madrid)** / **7:45am EDT (Boston, Montreal, New York)** / **19:45 CST (Beijing)**

Dial-In and conference warm-up with a special appearance by the German chancellor (yes, really) and more exciting topics to get you in OUI conference mood

Plenary 1: **14:00-15:00 CEST** / **8:00-9:00am EDT** / **20:00-21:00 CST**

Welcome by the Conference Hosts: **Kathleen Diener**, **Frank Piller**, and **Patrick Pollok** (RWTH Aachen U)

[Interactive academic speed dating: Meet your peers](#)

Opening Keynote: Eric von Hippel (MIT) - Supporting user innovation within 'systems of use'

15 MIN BREAK: Digital Detox *or* Meet in the Conference Cafe

Interactive Parallel Sessions A: **15:15-16:30 CEST** / **9:15-10:30am EDT** / **21:15-22:30 CST**

A1	Crowdsourcing and Distributed Problem Solving	A2	Internet of Production (OUI and Industry 4.0)	A3	Open Social Innovation	A4	Firms' Interactions with Open & User Innovation	A5	OUI in Times of Crisis
Chaired by Lars Bo Jeppesen (CBS) and Tom Grad (CBS)		Chaired by Karim Lakhani (HBS) and Frank Piller (RWTH Aachen U)		Chaired by Pedro Oliveira (CBS) and Wouter Boon (Utrecht U)		Chaired by Christina Raasch (Kühne U) and Tim Schweisfurth (U Twente)		Invited Panel Session hosted by Hila Lifshitz-Assaf (NYU)	
<ul style="list-style-type: none"> Discussion of the plenary talk: Supporting user innovation within systems of use (Eric v Hippel) Free Innovation and Diffusion in Social Movements: A Study of Veganism (Lars Bo Jeppesen) Chat More and Contribute Better: An Empirical Study of a Knowledge-sharing Community (Xiaomeng Chen) I didn't win! An overlooked downside of crowdsourcing? (Tatiana Karpukhina) Essential characteristics of lead users at the different stages of the new product development process (Béla Venesz)* 		<ul style="list-style-type: none"> Influence of Customization Time on Customer-perceived Value (Ravi K Sikhwal) Managing digital transformation (Lukas Moschko) Unexpected Interruptions, Idle Time, and Creativity: Evidence from a Natural Experiment (Tim Schweisfurth) Taking Social Media seriously: Effects on process innovation performance (Nina Geilinger)* 		<ul style="list-style-type: none"> Introduction to the Open Social Innovation Track (Pedro Oliveira & Wouter Boon) How insider activists promote open social innovation by drawing on a collective action frame (Vera Blazevic) When Crowds Judge Science: Citizens' Evaluations of Project Social Impact (Henry Sauermann) The Right Way to Openness: How Public Information Can Increase Citizen Trust (Lisa Schmidhuber) Measuring household sector innovation in online communities (Jakob Pohlisch) 		<ul style="list-style-type: none"> The Road To Individual Ambidexterity (Alexander Paul) The Breadth of Open Innovation Activities (Nicole EL Maalouf) The impact of Social media use on NPD Performance (Marie-Isabelle Muninger) Exploring the role of empathy in corporate-startup collaborations (Ben Monsorno)* Mapping the cross innovation process – insights from XI LAB in the Lower Rhine region (Jutta Wirth)* Startup Cooperation through an Overlapping Knowledge Base (Nele Oldenburg)* 		<p><i>How did OUI help during the pandemic? What does this teach us on future of innovation?</i></p> <ul style="list-style-type: none"> Breathing Fresh Air to a Broken System: Accelerating The innovation Process for Medical Devices in the Covid-19 Crisis (Hila lifshitz Assaf) Innovating from the Outside In: Generating innovative models of care for mental health through voluntary organizing in times of Covid (Angela Aristidiou). Network effects and standardization in COVID-19 contact tracing apps and vaccine certificates (Klaus Marhold) Why now is the time for open innovation (Linus Dahlander) 	

15 MIN BREAK: Digital Detox *or* Meet in the Conference Cafe

* Indicates a pitch presentation (4 min)

Interactive Parallel Sessions B: 16:45-18:00 CEST / 10:45am-12:00pm EDT / 22:45-00:00 CST

B1	Crowdsourcing and Distributed Problem Solving	B2	Open Software, Open Hardware, and Makers	B3	Early Adoption of Open Innovation at NASA	B4	Firms' Interactions with Open and User Innovation	B5	Power of Communities: From Open Sustainability to #RunTheWorld:
Chaired by Lars Bo Jeppesen (CBS) and Tom Grad (CBS)		Chaired by Joachim Henkel (TUM) and Do Yoon Kim (Boston College)		Workshop facilitated by Jeffrey Davis (Exploring 4 Solutions)		Chaired by Christina Raasch (Kühne U) and Tim Schweisfurth (U Twente)		Two Rapid Panels chaired by Frank Piller (RWTH Aachen U)	
<ul style="list-style-type: none"> Crowdsourcing the Innovation Process of Firms: A Systematic Literature Review (Ann-Carolin Ritter) The Ripple Effect: Rejections in Contest-based Digital Platforms (Lars Frederiksen) The Impact of Cooperation in Innovation Contests: Poison Pill, Placebo, or Tonic? (Nathan Rietzler) Don't tell me why - the negative effects of transparent idea rejections in design contests (Christopher Kelch)* Designing Crowdsourcing Contests for Ideation (Rea Karachiwalla)* Sabotage in crowdsourcing: How strategic voting influences participants' behaviors and attitudes (Richard Olbrecht)* 		<ul style="list-style-type: none"> Modularity and Remixing in Online Communities (Emil Herrling) Successful User-Complemented Innovation: Motivations and Design Adoption in 3D Printing (Max Mulhuijzen) Reduction of Innovation Barriers across Maker, Industry & Research @ Academic Makerspaces (Andreas Kohlweiss) 		<p>This workshop will discuss the early adoption of open innovation by NASA's Human Health and Performance Directorate at the Johnson Space Center. Topics will include strategy, benchmarking, portfolio management and implementation of open innovation in four phases: Learn, Pilot, Scale, Sustain with results from early pilot studies, the formation of a Center of Excellence and current day examples. A retrospective analysis of these results provide guidance to organizations for faster OI implementation. Examples of useful exercises for organizations will be shared.</p>		<ul style="list-style-type: none"> Measuring Open Innovation Practices: How Openness Relates to Firm Performance (Qinli Lu) Asymmetric Partnerships in Open Innovation (Wolfgang Gruel) Open innovation ecosystem and OI practices in the Polish high-tech sector (Małgorzata Runiewicz-Wardyn) Managing change for open innovation: Exploring the limits (Khuram Shahzad)* Value Capture in Open Innovation: A Literature Review and A Research Agenda (Adrian Toroslu)* Mapping OUI Topic Structure: Discovery of Latent Themes and Trends (Ricardo Coelho da Silva)* 		<p>1645-1730: Open Hardware. Discuss how to scale up open hardware projects, using the example of open sustainability tech and RepRap 3DPrinters:</p> <ul style="list-style-type: none"> Measuring the Open and Sustainable Technology World (Tobias Augspurger, Prototypes.eu) Commercialization Behaviors in Open Source Hardware Communities (Mila Striukova, SKEMA Business School) <p>1735-1805: #RunTheWorld: Building Communities Jana Gallus (UCLA) provides a fresh perspective on an EDTablshed topic: Communities for innovation. Using #RunTheWorld as a case, a community to unite people around the world to run global marathons (despite the pandemic), the session will discuss the power of communities. <i>This session is offered in cooperation with the ISPIIM Innovation Conference.</i></p>	

Interactive Parallel Sessions C: 18:05-19:05 CEST / 12:05-1:05pm EDT / 00:05-01:05 CST

C1	Crowdfunding and User Entrepreneurship	C2	Open Software, Open Hardware, and Makers	C3	Open Social Innovation	C4	Firms' Interactions with Open and User Innovation	C5	OUI in Large-Scaled "Unconventional" Contexts
Chaired by Sonali Shah (U of Illinois) and Krithika Randhawa (UTS)		Chaired by Joachim Henkel (TUM) and Do Yoon Kim (Boston College)		Chaired by Pedro Oliveira (CBS) and Wouter Boon (Utrecht U)		Chaired by Christina Raasch (Kühne U) and Tim Schweisfurth (U Twente)		Featured session chaired by Dennis Hilgers (JKU Linz)	
<ul style="list-style-type: none"> Consumer Innovation Price Perception (Tobias Ebbing) Sources of knowledge as indicators of project attractiveness? (Shahab Zare) Product Development in Crowdfunding (Sidika Candogan) 		<ul style="list-style-type: none"> Open Source Software and Global Entrepreneurship (Nataliya Wright) Evolution of Coordination Structures in OSS Development: An Exponential Random Graph Model (Sabine Brunswick) Towards a deeper understanding of mobile apps success factors (Mathieu Lega)* 		<ul style="list-style-type: none"> Crowdsourcing against climate change: Sponsor-challenge fit, identified motivation and participation (Christian Garaus) Coopetition for Sustainability. The case of the German Recyclate Forum (Stephan Hankammer) Patterns of peer innovation: sustainable HSI in collaborative online communities (Philipp Heß) 		<ul style="list-style-type: none"> How and When University-Industry Collaborations Make New Products More Attractive(Lukas Maier) User innovators' fairness expectations and perceptions when firms commercialize user innovations (Tuong-Vi Sophie Quach) How the social context influences agile project team's self-regulation in co-creation (Sabine Schnock) 		<p><i>This session explores OUI initiatives in contexts of large scaled public environments.</i></p> <ul style="list-style-type: none"> Hidden user innovation in frontline work at police and military organizations (Mia Hartmann, Rasmus Hartmann, Daniel Becker, CBS & Hessen Police) Grassroots innovation - experiences from the United Nations accelerator labs (Gina Lucarelli and Ghati Horombe, UN Development Program) 	

Networking Session: 19:05-21:00 CEST / 01:05-3:00pm EDT / 01:05-03:00 CST

Meet old and new OUI friends & colleagues and explore our Wonder Networking Area

The most important session of every OUI Conference: Connecting our community, meeting interesting new people, chatting with old friends.

Facilitated by **Anja Leckel** and **André Amft** (RWTH Aachen U)

Day 2: Tuesday, June 22, 2021

Warm-Up Day 2: 13:45 CEST (Aachen, Paris, Madrid) / 7:45am EDT (Boston, Montreal, New York) / 19:45 CST (Beijing)

Dial-In and conference warm-up with a review of the first conference day and an overview of today's program highlights

Interactive Parallel Sessions D: 14:00-15:15 CEST / 8:00-9:15am EDT / 20:00-21:15 CST

D1	Crowdsourcing and Distributed Problem Solving	D2	Open and User Innovation Platforms	D3	Open Social Innovation	D4	Diffusion of Open and User Innovation	D5	Lead Users and User Identification	D6	A Canvas for Better Academia-Industry Collaborations
Chaired by Lars Bo Jeppesen (CBS) and Tom Grad (CBS)		Chaired by Johann Füller (U of Innsbruck) and Deborah Roberts (U of York)		Chaired by Pedro Oliveira (CBS) and Wouter Boon (Utrecht U)		Chaired by Jeroen de Jong (Utrecht U) and Maria Halbinger (City U NY)		Chaired by Nik Franke (WU) and Christian Lüthje (Hamburg U of Technology)		Workshop facilitated by Jara Pascual (Collabwith)	
<ul style="list-style-type: none"> Crowdsourcing research questions in science (Tiare-Maria Brasseur) Managing crowd collaboration in innovation contests (Linn Kretzschmar) Towards a conceptualization of crowdsourcing in science: a bibliometric approach (Regina Lenart-Gansiniec) Requirements Bazaar for Citizen Science w/Heritage Communities (István Koren)* Crowdsourcing in non-profit scientific environments (Marie-Luise Kanbach)* Toolkits for Co-Creation: 'Decision-Making' vs. 'Problem-Solving' Paradigm (Stefan Bolzenius)* 		<ul style="list-style-type: none"> The Sky is the Limit: the Bias against Big Science (Johanna Schnier) Building new regimes of knowing: The sociotechnical construction of open science (Paolo V. Leone) User Generated Content and Professionals: Evidence from Local News (Tom Grad) Unintended consequences of performance contingent symbolic awards (Alexander Staub) 		<ul style="list-style-type: none"> Are Patients and Caregivers the Better Innovators? (Moritz Goeldner) Disaster Response Coordination: Lessons from OSMedical Supplies (Andreea Gorbatai) From grassroot to social: the role of governance in collective social innovation development (Paul Muller) Resistance to external innovation in humanitarian sector (Shtefi Mladenovska)* 		<ul style="list-style-type: none"> Why are some online courses more open than others? (Julien Jacqmin) Guidelines for Sustainable Open Source Communities in the Public Sector (Barbora Kudzmanaitė) Leveraging selective revealing: Openness as a market entry strategy (Daniel Ehls) Understanding asymmetrical motivations among members of online communities (Pascal Capentier)* 		<ul style="list-style-type: none"> From Objects to Solutions: Explaining Individual Differences in Need for Cognition (Shannon Heald) User Entrepreneur characteristics on crowdfunding platforms (Sven Bartz) Lead user identification through artificial intelligence – A transfer learning approach (Christian Resch) 		<p>This interactive workshop will introduce the Collaboration Canvas, a tool from her upcoming book "Innovation & Collaboration in the Digital Era." Discuss what it takes to become a powerful leader by improving your collaboration leadership skills and your collaboration team performance.</p> <p>Collaboration teams need to create a psychological safe environment. We present a new methodology to bring clarity to manage expectations, increase communication and performance.</p> <p>Jara Pascual is the Founder of Collabwith, a large European collaboration platform.</p>	

15 MIN BREAK: Digital Detox or Meet in the Conference Cafe

* Indicates a pitch presentation (4 min)

Interactive Parallel Sessions E: 15:30-16:45 CEST / 9:30-10:45am EDT / 21:30-22:45 CST

E1 Solver Panel: The hidden stars of crowdsourcing	E2 Open and User Innovation Platforms	E3 Institutions, Innovation Law, and Policy	E4 Diffusion of Open and User Innovation	E5 Lead Users and User Identification
Chaired by Vera Blazevic (Radboud U Nijmegen)	Chaired by Johann Füller (U of Innsbruck) and Deborah Roberts (U of York)	Chaired by Andrew Torrance (U of Kansas) and Brita Schemmann (UAS Bremen)	Chaired by Jeroen de Jong (Utrecht U) and Maria Halbinger (City U NY)	Chaired by Nik Franke (WU) and Christian Lüthje (Hamburg U of Technology)
<p>This interactive panel will feature the often neglected side of crowdsourcing: the solvers and contributors to innovation contests. We have invited expert contributors, who will discuss with hosts and facilitators of ideation contests what we can do to balance value creation and capture in crowdsourcing.</p> <ul style="list-style-type: none"> ▪ Aadhithya Sujith, Founder Givemechallenge & Senior Analyst, Jones Lang Lasalle, Bangalore ▪ Afamia Jaddah, CommunityCreatesMobility, Vienna ▪ Ekaterina Korneeva, Co-host of the "We are Open" challenge, RWTH Aachen ▪ Johann Füller, Professor, U of Innsbruck, and CEO & Initiator of the Hyve Crowd, Munich ▪ Johannes Richter, Manager Crowd Development, Hyve, Munich ▪ Kate Rushton, Innovation Manager, Manchester 	<ul style="list-style-type: none"> ▪ Online Interactive Innovation: Benefiting from Customer Knowledge (Robert Huang) ▪ The Gamification Myopia: The satiation effect in gamified contexts (Wafa Hammedi) ▪ Teaching User and Open Innovation via Interdisciplinary Innovation Platform (Mona Enell-Nilsson) ▪ Identification a framework for selecting collaboration kind in open banking (Elnaz Amani)* ▪ Awareness of Open Innovation and Innovation Contests among Young Millennials in Austria (Markus Petruch)* ▪ How fairness shapes user engagement on crowdsourcing platforms (Jan Niklas Gremmel)* ▪ In search of a strategy in an emerging ecosystem: The case of Smart Home in Germany (Lara-Kristin Baszok)* 	<ul style="list-style-type: none"> ▪ User innovation in the digital economy: measurement and policy rement (Fred Gault) ▪ Towards a holistic user innovation policy (Lars Bengtsson) ▪ Social welfare gains from supporting innovation commons: Theory, evidence, and policy implications (Jason Potts) ▪ Veni, Vini, ...Verti. Is open innovation a land where IP practitioners fear to tread? (Peter Harrison)* ▪ User Innovator Community Governance (Katherine Strandburg)* 	<ul style="list-style-type: none"> ▪ The role of the innovation origin in the adoption of digital innovation across professional boundaries (Thomas Huynh) ▪ An undetected role in the process of making user-process innovations become available to others (Lara Spaans) ▪ The Role of Non-governmental Institutions in the Diffusion of User-generated Technology (Robert Sheldon) ▪ Effects of innovation communication and success on B2B-customers' willingness to buy (Sarina Wiedemann)* 	<ul style="list-style-type: none"> ▪ Lead User Identification Algorithms in Online Communities (Hüseyin Doluca) ▪ Human-algorithm configurations for user innovations identification (Leid Zejnilovic) ▪ Identifying lead users on Twitter: A first pilot of a machine learning approach (Dorian Proksch)* ▪ Data-driven lead user identification (Christoph Rieger)*

Plenary 2: 16:45-17:30 CEST / 10:45-11:30am EDT / 22:45-23:30 CST

The Future of OUI: A research outlook featuring impulse presentations by

Carliss Baldwin (HBS); Henry Chesbrough (UC Berkeley); Nik Franke (WU); Shannon Heald (U of Chicago); Eric von Hippel (MIT); Georg von Krogh (ETH Zurich)

We have invited eminent scholars in the field of OUI to share their recent research interests and perspectives in a series of short impulse statements:

What are they currently working on? What are areas where they see future areas for OUI research? How can we create more impact as a community of scholars?

The following parallel **Session F3** provides an opportunity for more discussion and interaction with our panelists.

15 MIN BREAK: Digital Detox *or* Discuss the Panel Talks in the Conference Café

F1	Crowdsourcing and Distributed Problem Solving	F2	Internet of Production (OUI and Industry 4.0)	F3	Future of OUI: Discussion & Deep Dive	F4	Firms' Interactions with Open and User Innovation	F5	Co-Create Your Own OUI
Chaired by Lars Bo Jeppesen (CBS) and Tom Grad (CBS)		Chaired by Karim Lakhani (HBS) and Frank Piller (RWTH Aachen U)		Chaired by Patrick Pollok (RWTH Aachen U)		Chaired by Christina Raasch (Kühne U) and Tim Schweisfurth (U Twente)		Chaired by The Crowd (World U)	
<ul style="list-style-type: none"> Factors influencing community evaluation on crowdsourced designs (Wei Liu) Co-Creation in the Shadow of the Organization: A Comparison of Internal and External Crowds (Fabian Hans) Crowdsourcing community network and solvers' success (Mariangela Piazza) The Recognition of Novelty: Investigating the Role of Prior Experience during Idea Screening (Carola Wandres)* Creating and capturing value in the oil & gas sector through a dual-initiative OI model (José María Visconti Caparrós)* Why Self-Selection in Crowdsourcing Does not (Always) Work (Caroline Fabian)* 		<ul style="list-style-type: none"> Sourcing External Digital Solutions (Lukas Falcke) The Future of Production: The RWTH Internet of Production Delphi 2030 for the Usage Cycle (Marc Van Dyck) Studying the effects of crowdsourcing on Industry 4.0 using a text mining approach (Felix Eigelshoven)* The impact of collaborative innovation on value creation (Jamel Gamra)* Concept for the usage data-based advancement of MVP in the context of the Internet of Production (Annika Becker)* 		<p>Go into more depth, hear the full story, and discuss your opinion on the prior plenary talks on a future research agenda in OUI.</p> <p>Invited contributors:</p> <ul style="list-style-type: none"> Carliss Baldwin (HBS); Nik Franke (WU); Shannon Heald (U of Chicago) 		<ul style="list-style-type: none"> Sourcing innovation in the digital age (Neil Thompson) Synchronizing Nested User Innovation: The Internal Clockwork of Moore's Law (Charles Weber) A process perspective of forming and sustaining meta-organizations without a central architect (Ann-Kristin Zobel) The Boundaries of Open Innovation Strategy: Insights from Intellectual Property (Carsten C. Guderian) 		<p>The conference is almost over, and some things you wanted to discuss have not been covered yet?</p> <p>Therefore, here is an opportunity to co-create your own conference session.</p> <p>Following the well-known "world café" setup, participants will spend the first 5 minutes of this session to pitch their topics or questions, which will be discussed by self-organized breakout groups in the following. If time permits, groups will share highlights at the end of the session.</p>	

Closing Plenary: 19:00 - approx. 19:45 CEST / 1:00pm – approx. 1:45pm EDT / 01:00 – approx. 01:45 CST

OUI community announcements | [OUI2022 Conference Preview](#) | Conference Wrap-Up & Conclusions
[Followed by open-end networking and exchange](#)

1 YEAR BREAK until OUI 2022 starts

Day 3: Wednesday, June 23, 2021

Post-Conference Workshop: 15:30-18:00 CEST (Aachen) / 9:30-12:00pm EDT (Boston) / 21:30-00:00 CST (Beijing) – Special [Pre-Registration](#) Required

Peer Reviewing Workshop for Early Career Researchers, facilitated by **Abbie Griffin** (U of Utah) & **Gloria Barczak** (Northwestern U)

This virtual workshop provides a foundation for early career researchers (PhD students and junior faculty) to enhance their skill at delivering high quality, professional, and constructive reviews to academic peers. Writing good reviews is a skill that also supports writing good research papers! The workshop will provide an overview of what constitutes a high-quality review, the myriad benefits of reviewing, the expectations (5 R's) of high-quality reviewers, and a reviewing template.

In order to prepare for the seminar, participants should read the article "[Effective Reviewing for Conceptual Journal Submissions](#)" prior to the workshop.

Workshop Agenda

Part A: Motivation for the Article/Book

- Importance of Peer Review
- The Problems
- Definition of a "High Quality Review"

Part B: Pedagogy

- Why it is important to review? What's In It For Me?
- Expectations of Reviewers – The 5 R's
- Types of Papers

Part C: Review Template

Part D: Q & A

* Indicates a pitch presentation (4 min)