Panel discussion about collaborative value creation & open innovation

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Industrial challenge
Companies need to innovate, i.e. create new value propositions continuously & rapidly in order to survive in the dynamic market situation. The growth of service economy has correlation with the increased usage of information technology, in which speed and adaptability of the implemented ICT and mobile services are becoming more and more important for enterprises. Goods are becoming platforms for services. And any company has an increased ability to interact with their customers and share their results through cloud. In this situation companies cannot survive alone anymore. Novel innovations need to be built together with different players in different service ecosystems. (Lush 2011).

As a consequence, innovation is seen as a wider concept including service and process innovation and goes well beyond R&D units and even beyond the borders of individual companies (Crossan and Apaydin 2010). New theoretical approaches have emerged, including: (a) user- and demand driven innovation as well as user innovation (Karat 1997, Holmqvist 2004, von Hippel 1986), (b) open innovation (Chesbrough 2003) and co-creation (Ramaswamy and Gouillart 2010), (c) innovation networks and emphasis on multiple, independent actors (Kogut and Zander 1996), as well as innovation ecosystems (Russell et al. 2011), and (d) service dominant logic for resource integration of actors (Vargo and Lusch 2004, Vargo 2009).

If these "collaborative value-creation activities" are seen so important among the research communities, what are companies actually doing? How do they manage these innovation related activities, which go beyond their organizational borders? How do they include other stakeholders, such as suppliers, competitors, policy makers, research community, and users to the value-creating? How do they share the value created? How do they continually improve their processes toward better customer experiences?

Uncertainty management is one of the core practices for nowadays innovation managers working in the industry in which software are increasingly used as an innovation enabler for the novel ICT products and services that are build into the market.

There is no firm that, in the long run, could be successful without information of
the customer and market needs or without information about the technological solution possibilities. As a consequence innovation is becoming wider concept that grows beyond R&D unites and borders of individual companies. At the same time we can see that there are several theoretical approaches that have appeared from research communities to address collaborative value-creation. It is not well known how companies are addressing the collaborative value-creation challenges and how the theories are used / could help them in reality.

**Participants of the panel discussion:**
This panel discussion will include 4 representatives from Finnish industry. The purpose is to have a discussion about the challenges related to the collaborative value-creation and the usage of these theories in real industrial environment. The panelists will represent various sectors, various company sizes and various approaches in collaborative value-creative activities. They will be:

- Founder of Medixine
- Innovation manager of F-Secure
- Innovation director of Elektrobit
- Innovation director of Teliasoner

The goal is to discuss about how the companies are dealing with the collaborative value-creation activities at the moment, and how the situation could be improved in different organizations.

**How the panel discussion will be organized:**
The panel discussion will be held in a following manner.

1. Firstly organizers will give a short introduction about the problem and existing theoretical approaches.
2. Secondly, companies will give answers to the panel questions and discuss about the challenges and improvement needs in the area of collaborative value-creation.
3. Finally, audience will be given a possibility to ask questions from the panelists to the key questions that came into their mind during the panel discussion

The panel will be facilitated by Dr. Minna Pikkarainen and Dr. Kaisa Still of VTT Technical Research Centre of Finland. During the presentations and discussions, audience will have an opportunity to comment and ask questions using a participatory presentation service, which also allows for polling (http://www.screen.io/en/). Altogether, the panel session will last 1 hour 30 minutes.
Benefits for the audience
For software companies active in collaborative value-creation, this panel shows ways to tackle these problems.

The discussion illustrates how collaborative value-creation has been done in different company context and how the challenges of the innovation management are addressed in the new business situations. It will also explain how the companies are planning to improve the collaborative value-creation in current business situation.

For the academic researchers, this study brings new insights and improved understanding about the collaborative value-creation in Finnish companies.

References


