

Service Innovation & Open Collective Work

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Introduction

Service innovations are driving change in business environments, research institutions and our society as a whole. Developing and successfully implementing service innovations calls for new interactive approaches and multi-modal tools and technologies. It leads to the emergence of open distributed forms of work in collaborative and competitive organizational settings. The more technical notion of services (“Dienste”) and the business notion of services (“Dienstleistungen”) describe two phenomena that are closely interlinked and are driving each other. As a result, we see a rapid expansion of ‘open’ approaches to innovation with emphasis shifting from knowledge production to ways of enabling extensive knowledge flows in and out of organizations. Three converging trends can be seen underpinning extensive experimentation around this:

- Opening up R&D to a wider range of external players
- Opening up innovation to a wide range of internal players
- Opening up innovation to a wider range of user inputs

We have labeled this convergence ‘*open collective innovation*’ and suggest that it is posing a number of new challenges in the field of service innovation and innovation management in a more general sense, especially as a result of increasing and ICT enabled networking and the use of interactive Web 2.0 approaches [BM10]. Significantly, this also opens up interesting questions for how we as a research community engage with the problem including the potential to make use of such approaches for new forms of continuous as well as discontinuous service innovations. The workshop addresses the above questions from a range of different perspectives.

The following contributions capture key parts of the discussion: First an introduction to the workshop by Kathrin M. Möslein and Angelika C. Bullinger sets the scene and provides an overview of the field, its core drivers and key trends. The following three papers open the box by stretching our views on how, where and why innovation happens. Andrei Villarroel and Filipa Reis in their paper “*A stock market for innovation*” challenge our understanding of innovation performance by unveiling the effects of gambling behavior. Danny Pannicke et al. discuss entrepreneurship in virtual

social worlds, using a case study on Second Life for their results. Subsequent, the paper “*The Open School Vision – For More Openness at Universities*” by Nizar Abdelkafi et al. suggests more open approaches to knowledge creation and dissemination in academia.

The second set of contributions to the workshop highlights the role and effects of incentives and different evaluation approaches in open collective innovation: Johann Füller et al. in their paper “*Evaluation Games – How to Make the Crowd your Jury*” show results from the application of online evaluation games to identify the most promising contributions in innovation and design contests. Jürgen Wenger and Jörg Haller show empirical evidence on the question of how to design prizes in innovation contests. Finally, Holger Schrödl explores the evaluation of digital social networks as a driver of innovation in strategic supply chain networks.

The third set of contributions stems from a panel discussion on “*Perspectives on Innovation in Open Collective Settings*“. It explores interactive approaches to integrate users in innovation activities. The panel discussion starts off with a contribution from Catharina van Delden and Nancy Wunderlich who present an exciting live case on “Open Innovation Marketing”. This is complemented by two more theoretical perspectives: Dominik Böhler et al. look at “*Structuring interaction in open collective work: A sensemaking perspective on ontologies*”, while Stefan Thallmaier takes the perspective of media synchronicity theory and suggests a theory derived model as a basis for the fruitful design of open innovation contests.

Overall, this workshop shares experience from a number of projects, disciplines and perspectives. It provides an opportunity for exploring the emerging research challenges in service innovation and open collective work – and, of course, offers excellent networking opportunities!

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[BM10] Bessant, J.; Möslein, K.: ‘Open Collective Innovation’. AIM - Advanced Institute of Management Research, London, 2010.