



WOIC 2022

9th ANNUAL
WORLD OPEN INNOVATION CONFERENCE

Program overview of the World Open Innovation Conference (WOIC) 2022

General overview of conference program

<i>Time</i>	Tuesday, November 15, 2022	Wednesday, November 16, 2022
09.00	Registration	Registration
09.30	Welcome	Academic keynote
10.00	Opening keynote	Industry keynote
10.30	Networking break	Networking break
11.00	Parallel session 1	Parallel session 3
12:15	Lunch	Lunch
13.15	Parallel session 2	Parallel session 4
14.30	Networking break	Networking break
15.00	Parallel best practice sessions	Workshop program
16.15	Networking break	Networking break
16.45	Panel	Best Practice award session
17.30	Academic award session	Closing reception
18.00	Closing session	
18.30	Reception	
19.00	Conference dinner	

Notes:

- The details in this program are tentative and subject to change.
 - Times are in Central European Time (CET) (UTC+01:00).
- All sessions (including virtual ones) will be available to on-site attendees.
- Sessions with * will be available to “online only” attendees (virtual track).

Location of on-site program:
High Tech Campus Eindhoven, The Netherlands

Virtual platform:
Zoom (details will follow)

Process Model for Cross Innovation

Jutta Wirth, Kathrin Weidner; Karsten Nebe

Rhine-Waal University of Applied Sciences

Jutta.Wirth@hochschule-rhein-waal.de

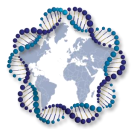
Bullet points: (maximum 100 characters, including spaces, per bullet point).

- Process model for cross innovation (XI) approach
- Cross innovation tools
- Innovation Methods for practitioners

Abstract

- **Purpose** – In this research, we have defined a process model of cross innovation that serves as a construct for the systematic integration of cross innovation approach into Small and Medium-Sized Enterprises (SMEs).
- **Design/methodology/approach**– This paper investigated the cross innovation processes and management models/activities found in the literature. From this perspective, we magnified the definition for cross innovation and consolidated latest developments into an integrated cross innovation (XI) process model. We have established workshop methods for different phases of the XI process model to support the practical implementation in SME's.
- **Findings**–In our research, we filtered scientific literature streams for cross innovation processes and management activities and broadened herewith the definition for a cross innovation approach. We have developed a theoretical process model that represents a basis for the realization and integration of the entire processes of a cross innovation approach on the managerial level in a company. Our new developed XI process model for cross innovation forms the basis for a new merging innovation management framework.
- **Originality/value** –We provide a guideline and framework for practitioners to implement cross innovation.
- **Keywords** Cross innovation, open innovation, innovation management, innovation methods, design thinking
- **Paper type** –Extended abstract
- **Topics for Submission**

Topic 6. Related topic areas in this rapidly expanding field, e.g.,
 - Open innovation in different contexts



Tuesday, November 15, 2022, 13.15-14.30

Track 1	Track 2	Track 3	Track 4	Track 5
<i>Free the data : How banks leverage the opening of banking data to rethink their business models</i> Authors: Olfa Chelbi, Thierry Rayna and Antoine Souchaud	<i>When Opposites Attract: A Review and Synthesis of Corporate-startup Collaboration</i> Authors: Ajlin Dizdarevic, Vareska van de Vrande and Justin Jansen	<i>Organisational capabilities and outbound open innovation in public research organisations</i> Authors: Maryam Ghorbankhani and Federica Rossi	<i>Process Model for Cross Innovation</i> Authors: Jutta Wirth, Kathrin Weidner and Karsten Nebe	<i>Inside-in Open Innovation: the case of multinational organization</i> Authors: Kristina Kebure and Max von Zedtwitz
<i>Capturing Value from Health Data as Co-specialized Asset. Multiple-case study of MedTech Digital Healthcare Platform Innovations</i> Authors: Asta Pundziene, Pia Hurmelinna-Laukkanen, Wim Vanhaverbeke and Jialei Yang	<i>The role of partner alignment within cross-border regional innovation systems – A web-based approach</i> Authors: Eric Schaap, Dominik Mahr and Ines Wilms	<i>Open innovation. The role of user engagement and value co-creation in social purpose-driven ecosystem</i> Authors: Jurgita Giniuniene, Rima Sermontyte-Baniule, Lukas Geryba and Asta Pundziene	<i>Open Innovation Practices In A Multi-Brand And Multi-Unit Company In The Context Of Peruvian Gastronomy: The Case Of Acurio Group</i> Authors: Elba Lourdes Acuña Sillo, Antonio Carmona Lavado and Elena M. Giménez Fernández	<i>Inbound Open Innovation in the German “Mittelstand”</i> Authors: Nikolaus Franke, Richard Olbrecht and Katrin Talke
<i>Enabling an effective Open Innovation strategy for financial growth: the complementarity of internal and external company drivers</i> Author: Roberto Urbani	<i>Identification and Application of the 10 Principles of the Collaboration Economy on a Business Case using Knowledge Sharing and Collaboration Rewards</i> Author: Fabian Feutlinske	<i>Co-Innovation and Adoptions in Business Ecosystems: The Case of Peer-to-Peer Electricity Trading</i> Authors: Mehdi Montakhabi and Wim Vanhaverbeke	<i>Conceptual strategic frameworks enabling firms to implement Open Innovation</i> Author: William Page	<i>Hermeneutics of open innovation and its integration with business management theory in SMEs</i> Authors: Ricardo Gallego, Luciano Gallon, Jose B. Padilla and Jhon Zarthá