

Global Forum 2013 Day 2 Opening session

“OPEN INNOVATION: STRATEGY & POLICIES”

Bror Salmelin

Chair

Jay Edwin Gillette

Moderator

Pushing Paradigms for Innovation and Success: Factors Defining Primary Perception (Paradigms)



(Source: www.usmint.gov)

Pushing Paradigms for Innovation and Success: Factors Defining Primary Perception (Paradigms)

Category of primary perception or orientation	Oriented In	Oriented Out
Student Goal	Undergraduate: Self-Development	Graduate: Professional Development
Individual	Self-centered	Other-centered
Leader	Leader-centered	Group-centered
Organization	Internally Focused	Market/Environment (Externally) Focused
R&D Management	Closed Innovation	Open Innovation
Society	Ethnocentric	Cosmopolitan

Research Results (Tambe et al.): “Extroverted” firms and regions do better

A key managerial implication of our research is that “extroverted” firms are more productive and derive disproportionate benefits from advances in IT and workplace organization.

Companies that exploit this opportunity by using more information from customers, suppliers and competitive benchmarks appear to outperform their rivals. (p. 3)

Our findings may also have implications for policy makers. There has been recent discussion of why IT appears to have led to greater productivity growth in some regions within the US than in others, and in some parts of the world than others.

Our findings suggest that the degree to which firms are networked with customers, suppliers, and partners is a potentially important factor explaining differences in IT-led productivity growth. (p. 20)

Tambe, Prasana, Lorin Hitt, and Erik Brynjolfsson (2012). *The Extroverted Firm: How External Information Practices Affect Innovation and Productivity*. Management Science. (January 2012).
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1304775 [refs to author's site PDF]