



# ***OPEN SOURCE INNOVATION***

## **Open Source – Out of Software?**

**Workshop on Open Innovation**

**Cambridge, May 22<sup>nd</sup> - 23<sup>rd</sup>, 2008**

## Who we are

- At the **TIM Institute of Hamburg University of Technology**, 9 doctoral and post-doctoral students are working on Open Innovation topics under the supervision of Prof. Dr. Cornelius Herstatt

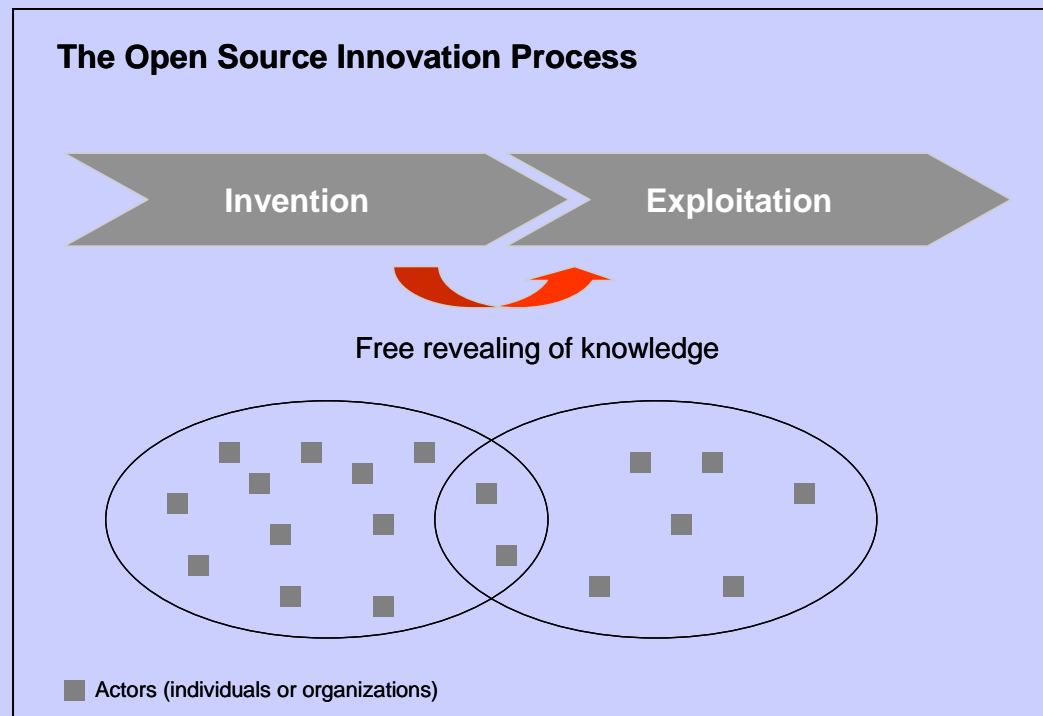


- The **Open Source Initiative** is in interdisciplinary project comprising Economics & Management, Engineering, and Sociology
- The two-year project is funded entirely by the German Federal Ministry of Education and Research.

# What do we mean by Open Source Innovation?

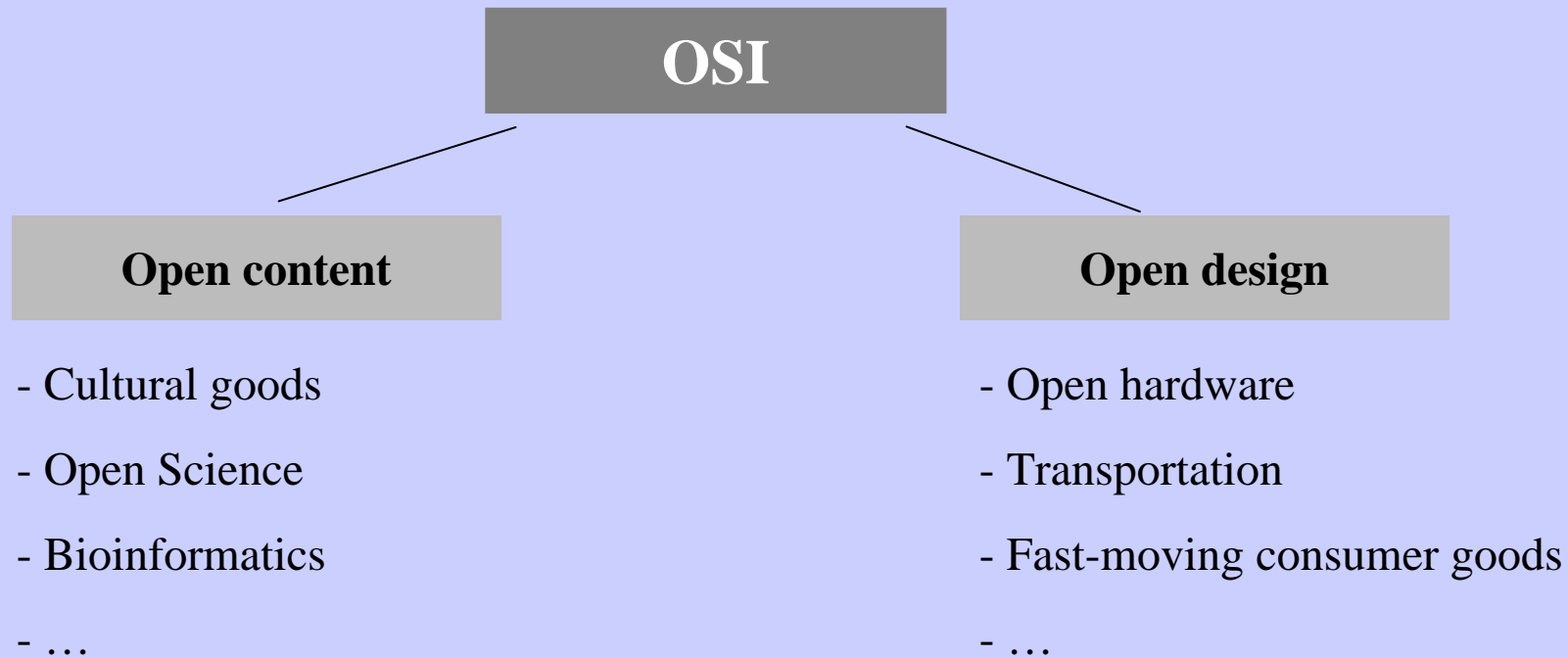
## ➤ OSI definition:

1. Collaborative development by volunteers
2. Free revealing of results, without restriction of audience, for usage, modification, and redistribution



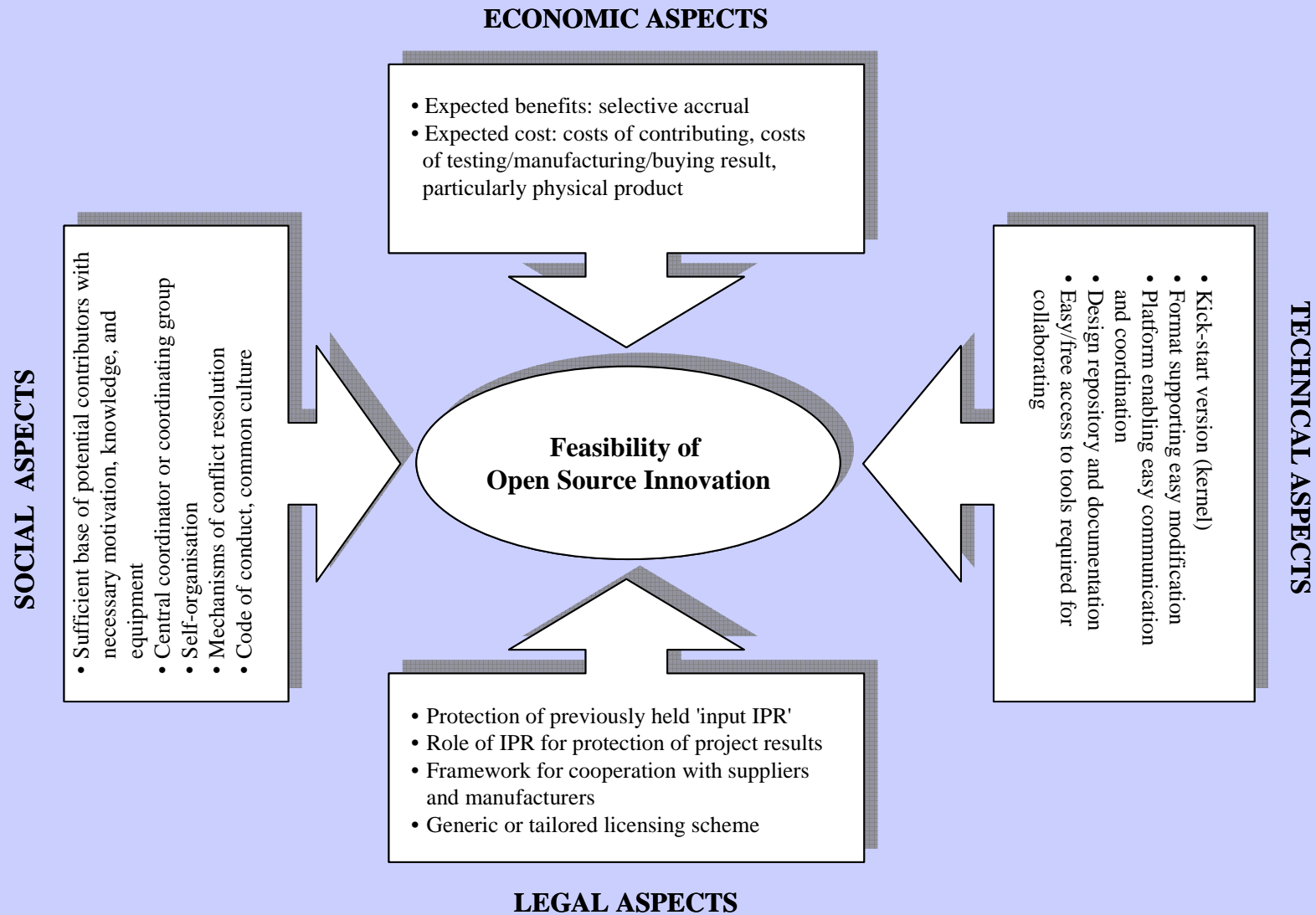
## Out of software?

- Many scholars believe that the OS model can apply quite broadly, not only to information but also to physical products (e.g. von Hippel/von Krogh, 2006)

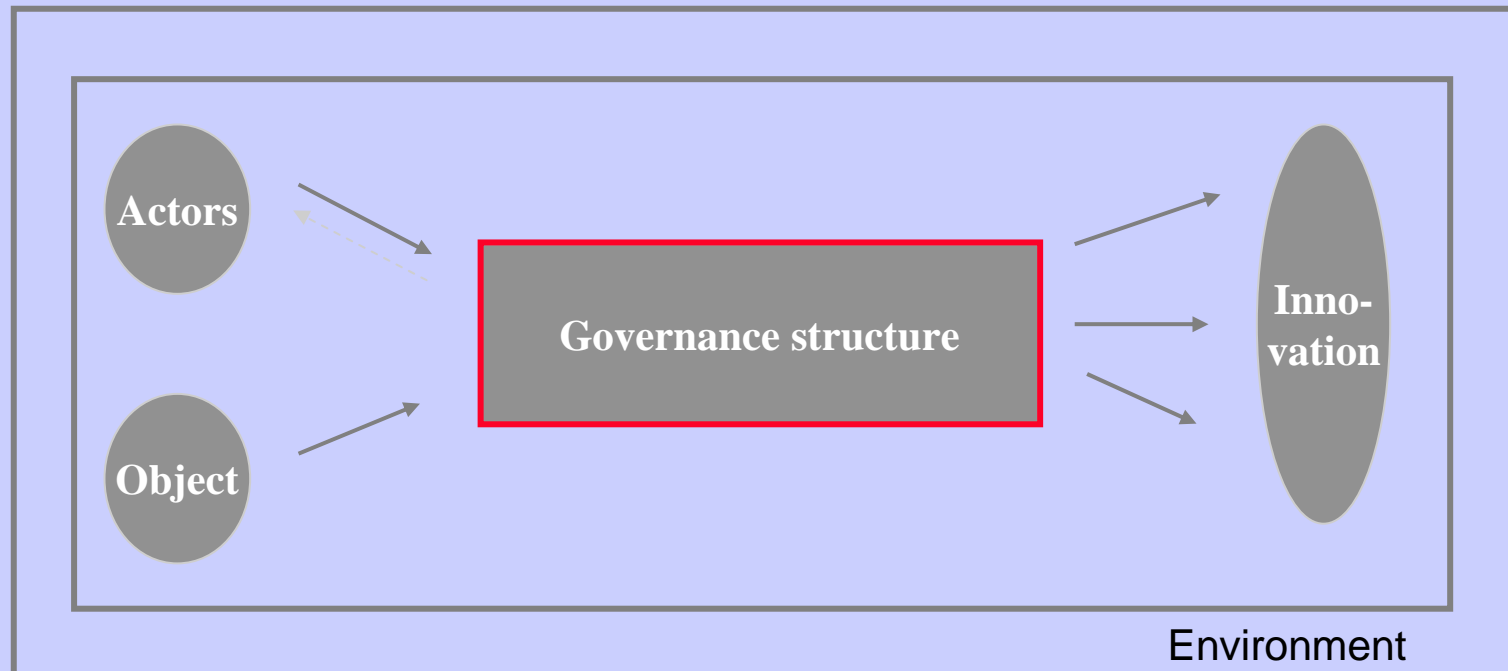


- Yet, “open source projects have not [...] been envisaged in terms of a generic structure regulating transactions which could be employed in different industries.” (Demil/Lococq, 2006, p. 1448)

# Is OSI feasible with tangible products?



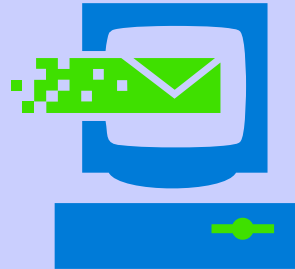
## Our theoretical framework: Bazaar governance?



### Current focus:

- To what extent can OSI projects be described by the bazaar governance structure?
- To what extent are hybrid forms of governance observable? Of which kind? Why?

# Contact



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## Dr. Christina Raasch

### Academic Career

- 2002: Graduation in Economics and Management at the University of St. Gallen, Switzerland
- 1999-2000: Visiting Student at Oxford University, UK
- 2006: PhD at Nürnberg University, Germany
- Starting 02/2007: Post-doc research with Prof. Herstatt, Hamburg Technical University

### Professional Experience

- Several internships with European Central Bank, Bain & Company, Eli Lilly etc.
- 2003-2007: Consultant with focus on pharma strategy and quantitative marketing