

# The Franco-German Round Table on Intangibles -The 3rd conference-

## Open Innovation in European companies

Andrés Barreneche  
Ahmed Bounfour



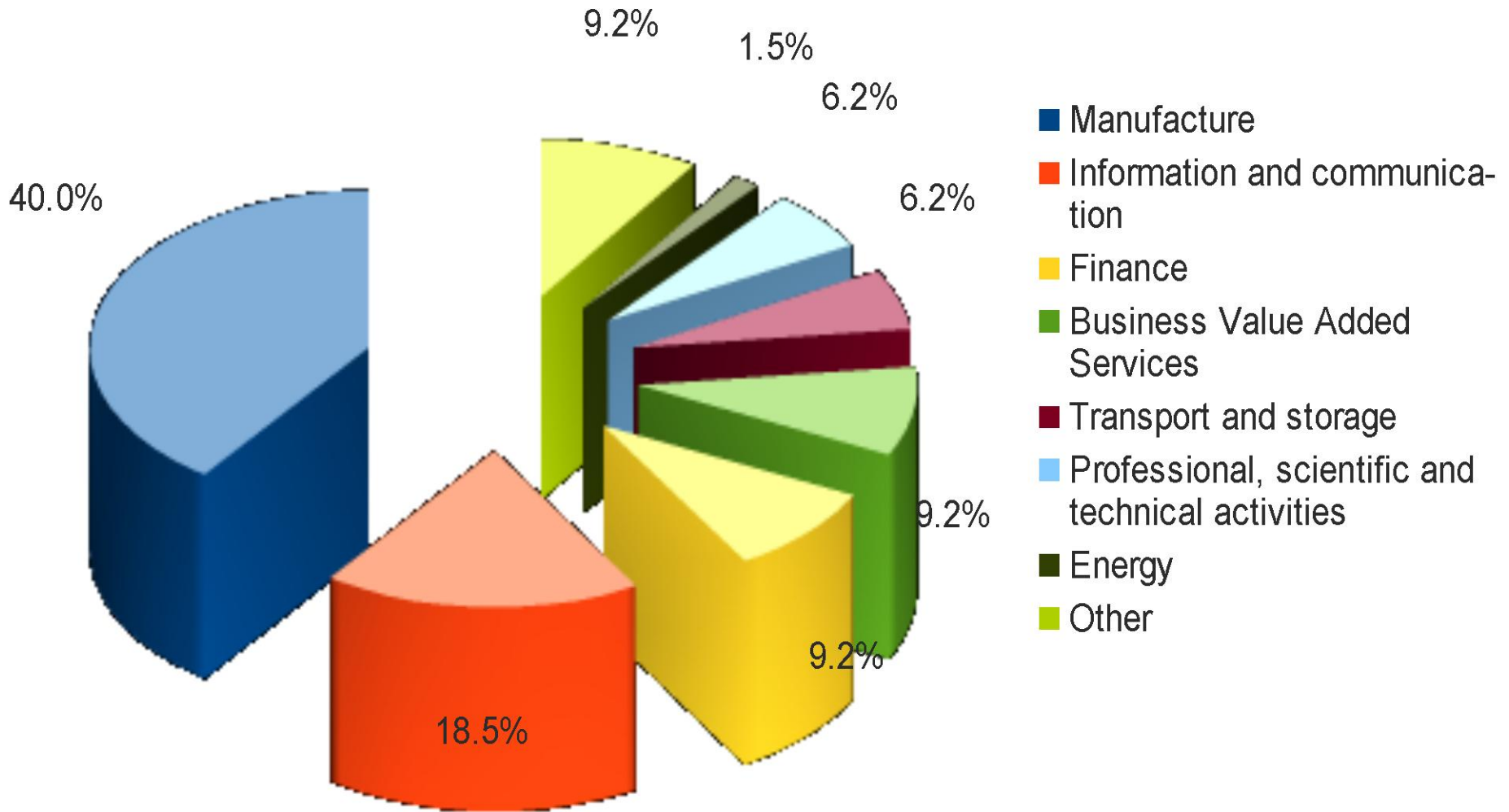
# **Why a Survey on Open Innovation in Europe?**

- **The lack of an integrated vision of European managers' practices with regards to Open Innovation.**
- **How successful is the European approach?**
- **Ongoing survey in collaboration with Zeppelin University (Prof. Dr. Ellen Enkel).**
- **Preliminary analysis from 70 responses.**

# Covered Topics

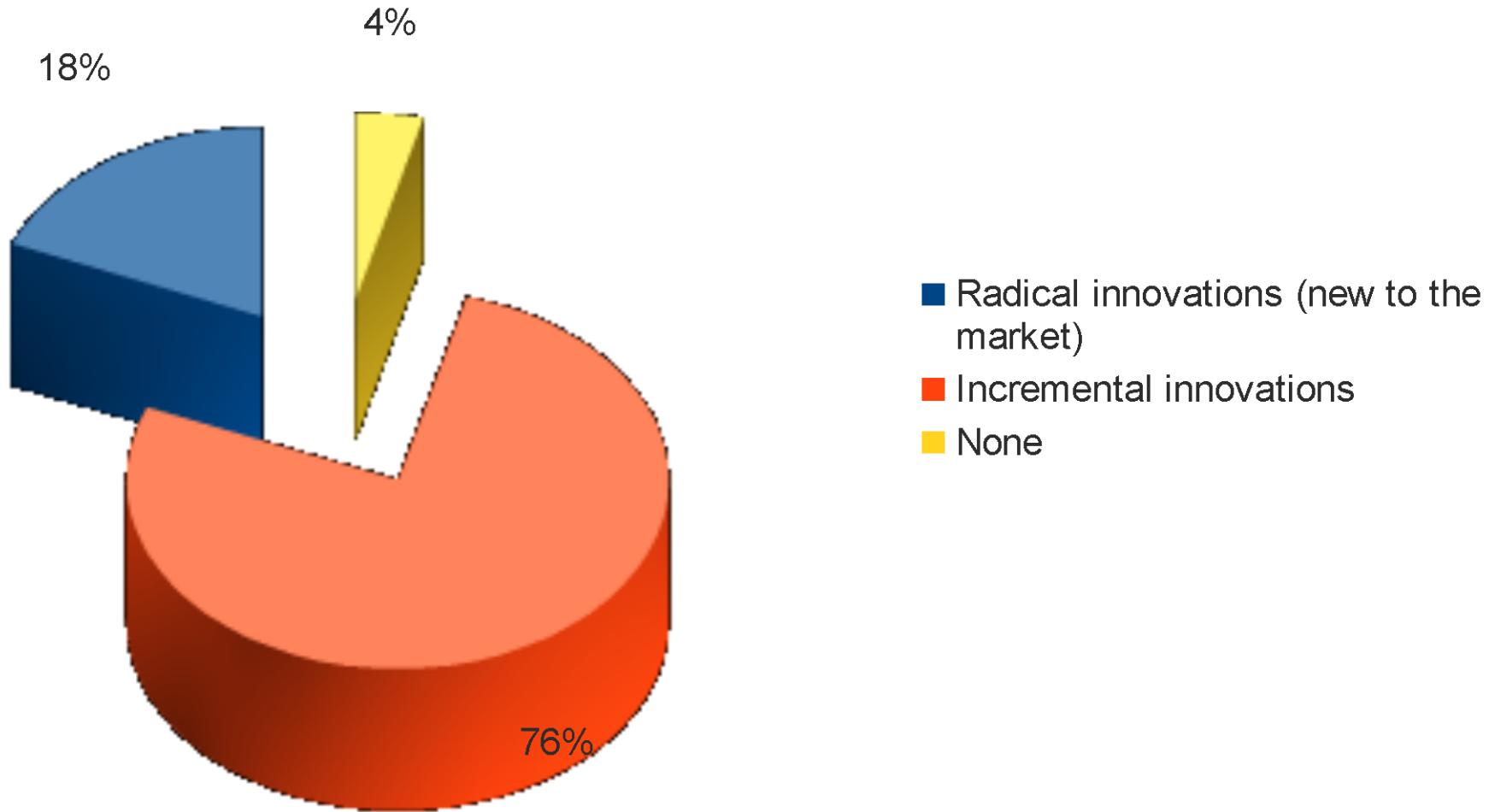
**Social Media**  
Corporate Culture Sources of Innovation  
**Business Model Innovation Strategy**  
Inflows and Outflows  
**R+D Structure**  
Performance

# Industry sectors



39% SME (<501 employees)  
61% Large firms

## Percentage of products regarded as:



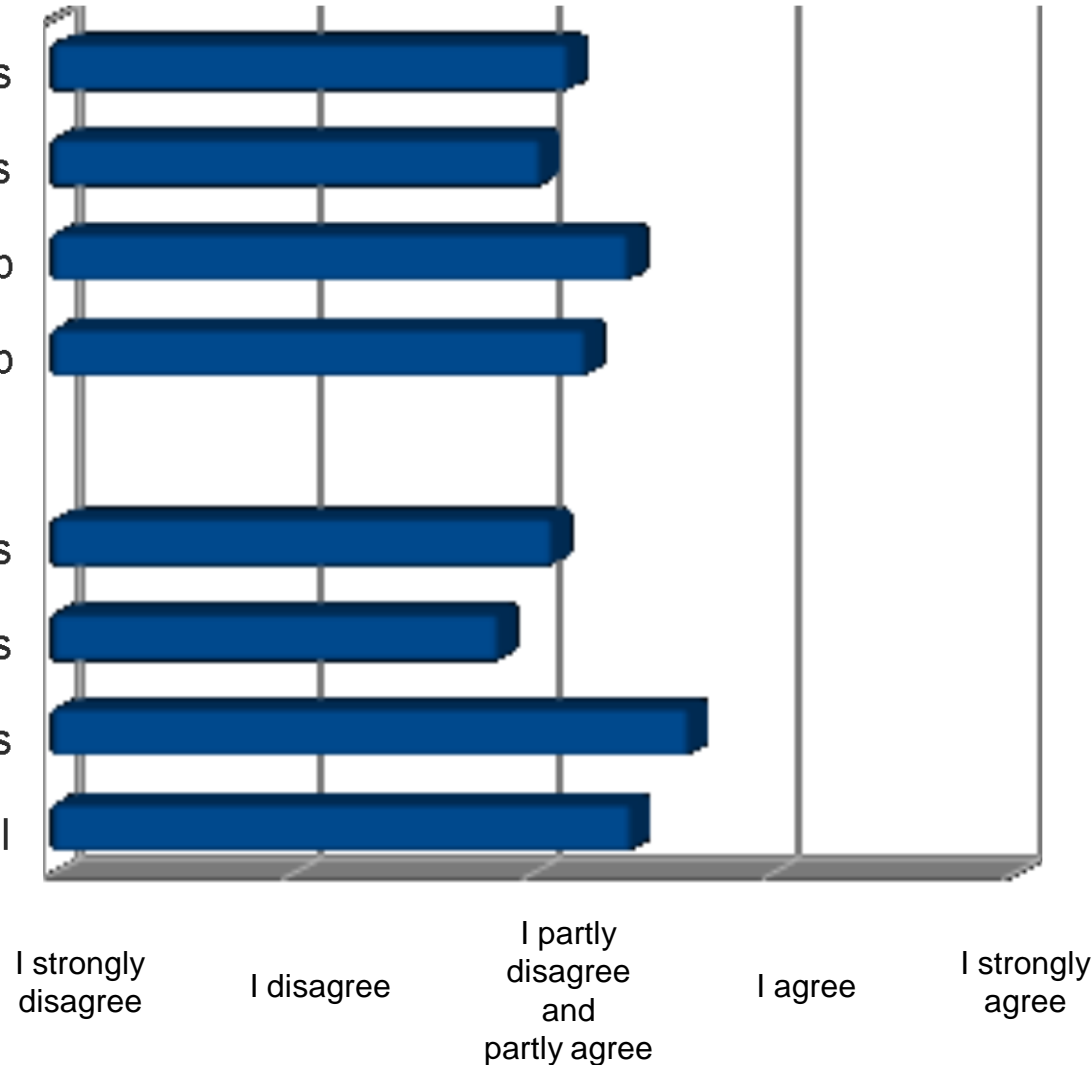
# Why do companies conduct open innovation?

Market, Technology and Efficiency

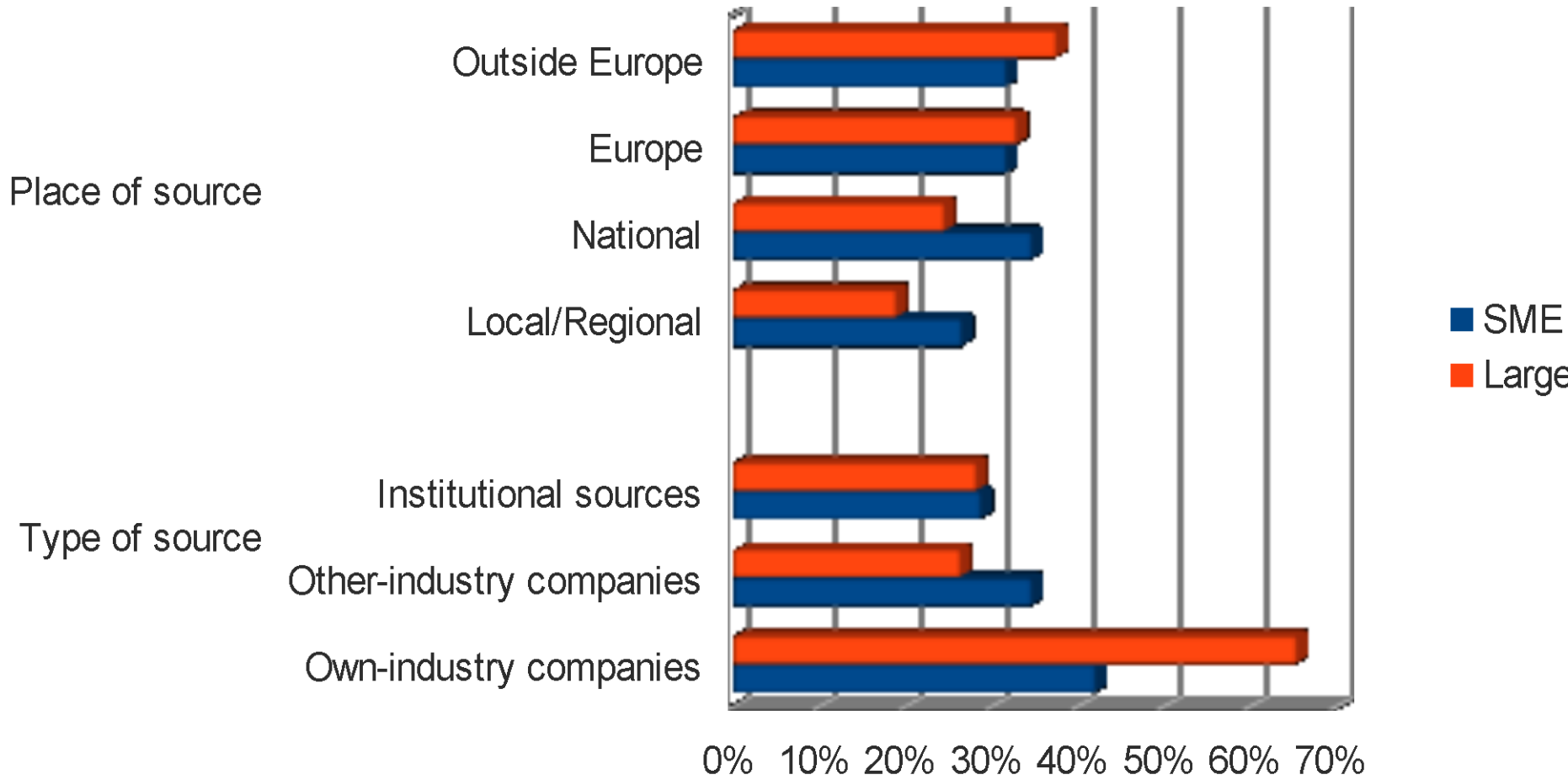
- Explore new markets
- Scanning and developing technologies
- Technology leadership
- Cost leadership

Business Model

- Dependent on external partners
- Create new partnerships
- Integrate external agents
- New business models through OI



## Sources of information in companies



# Institutional Sources

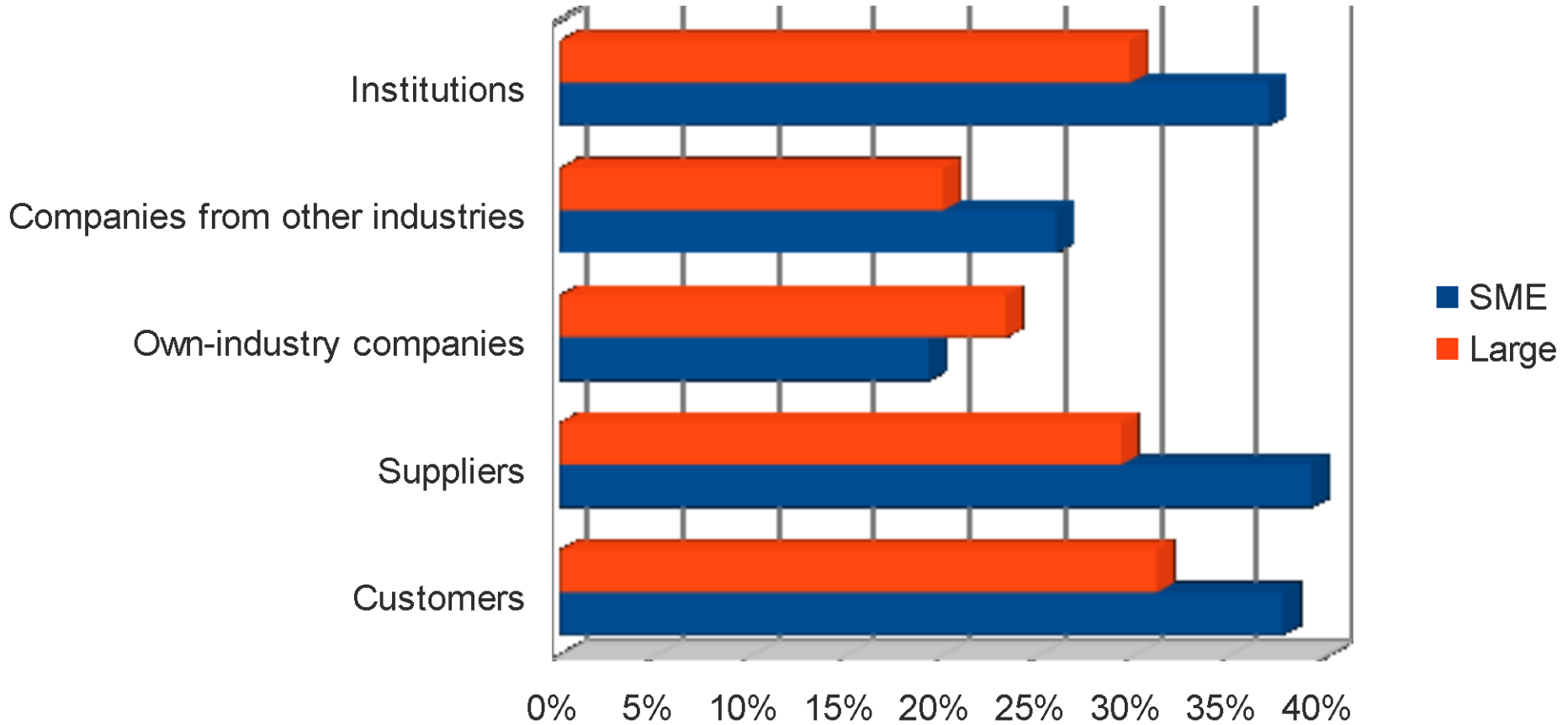




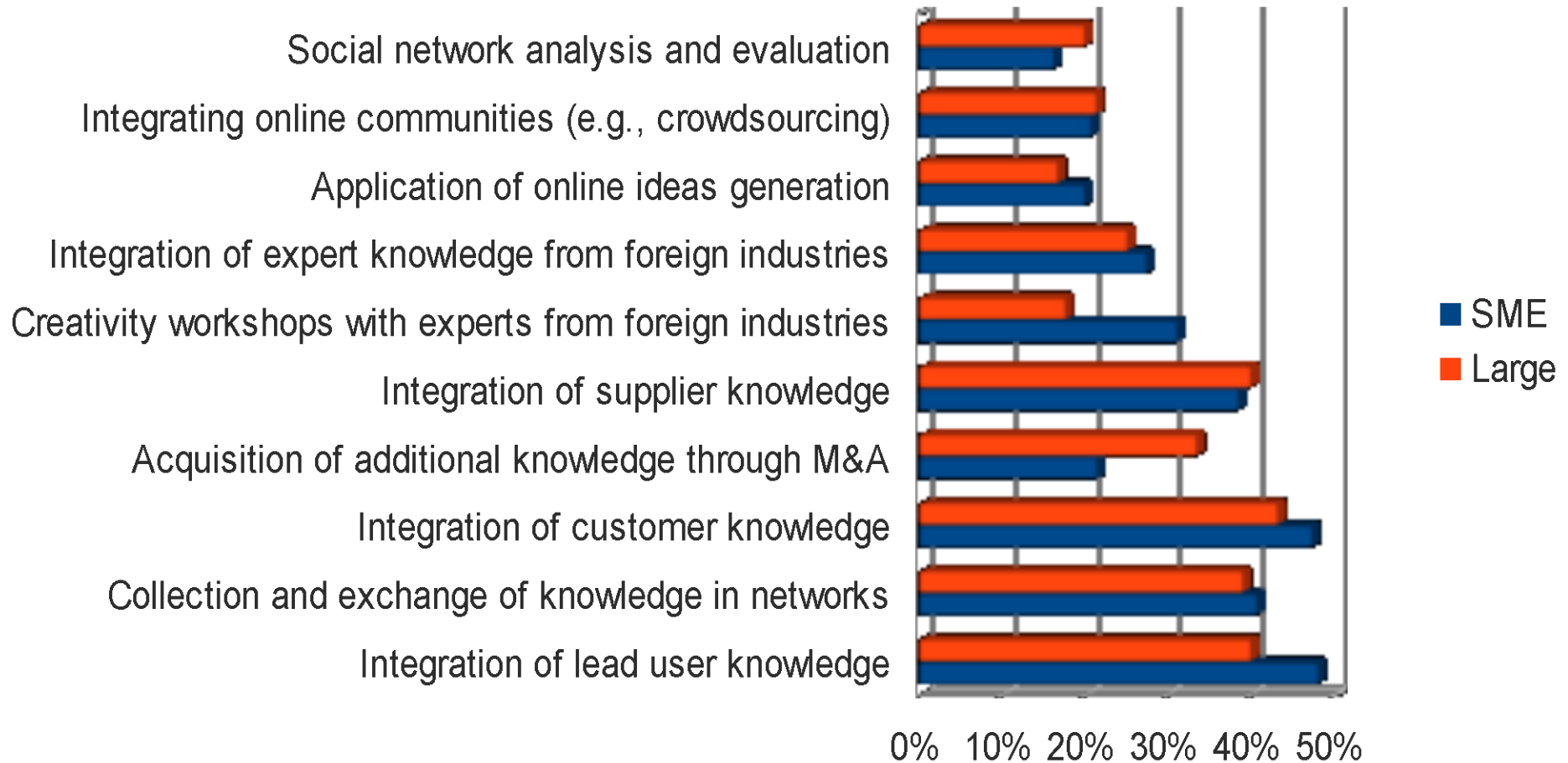
## Other industry sources



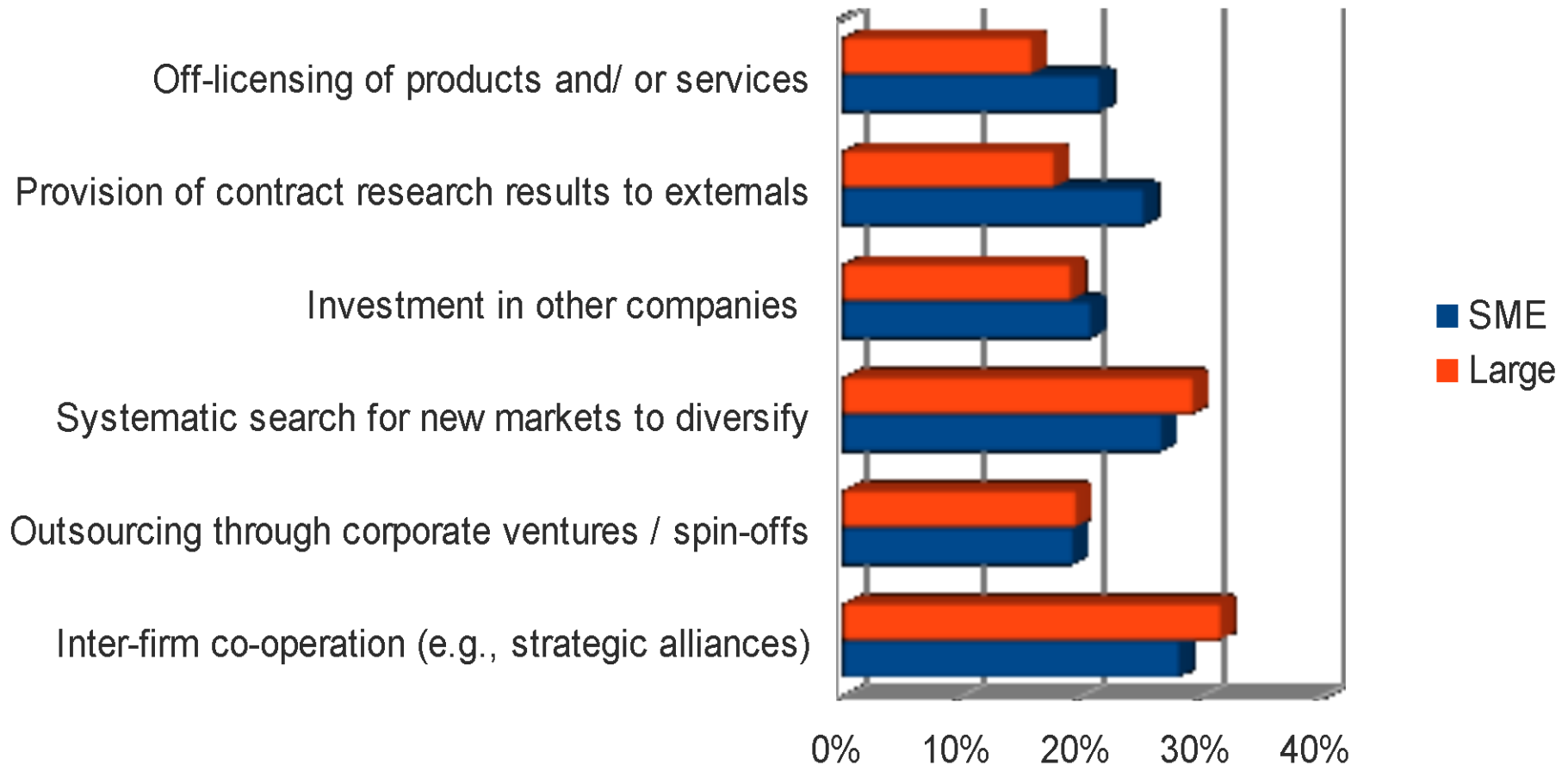
## Incurrence in joint developments



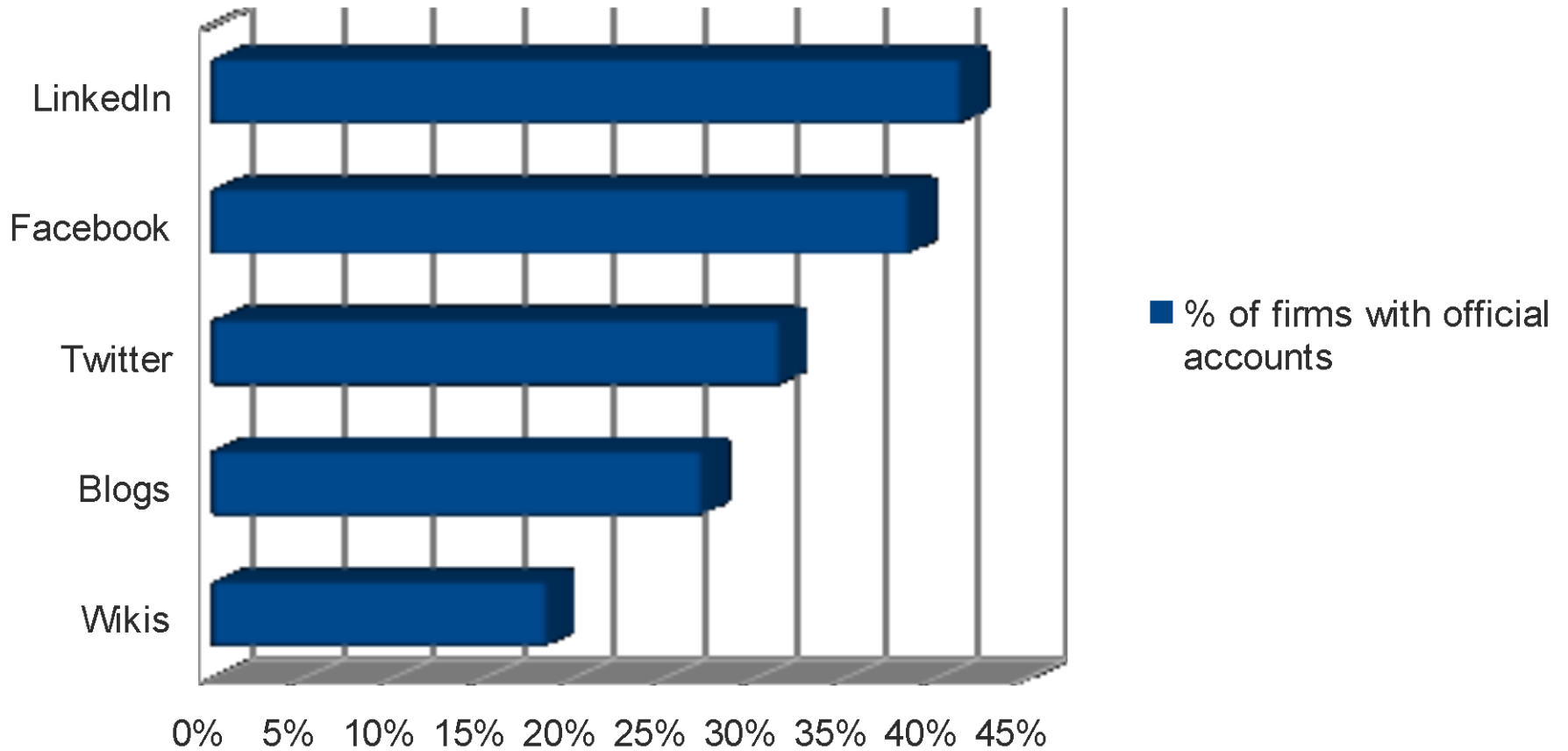
## Knowledge inflows



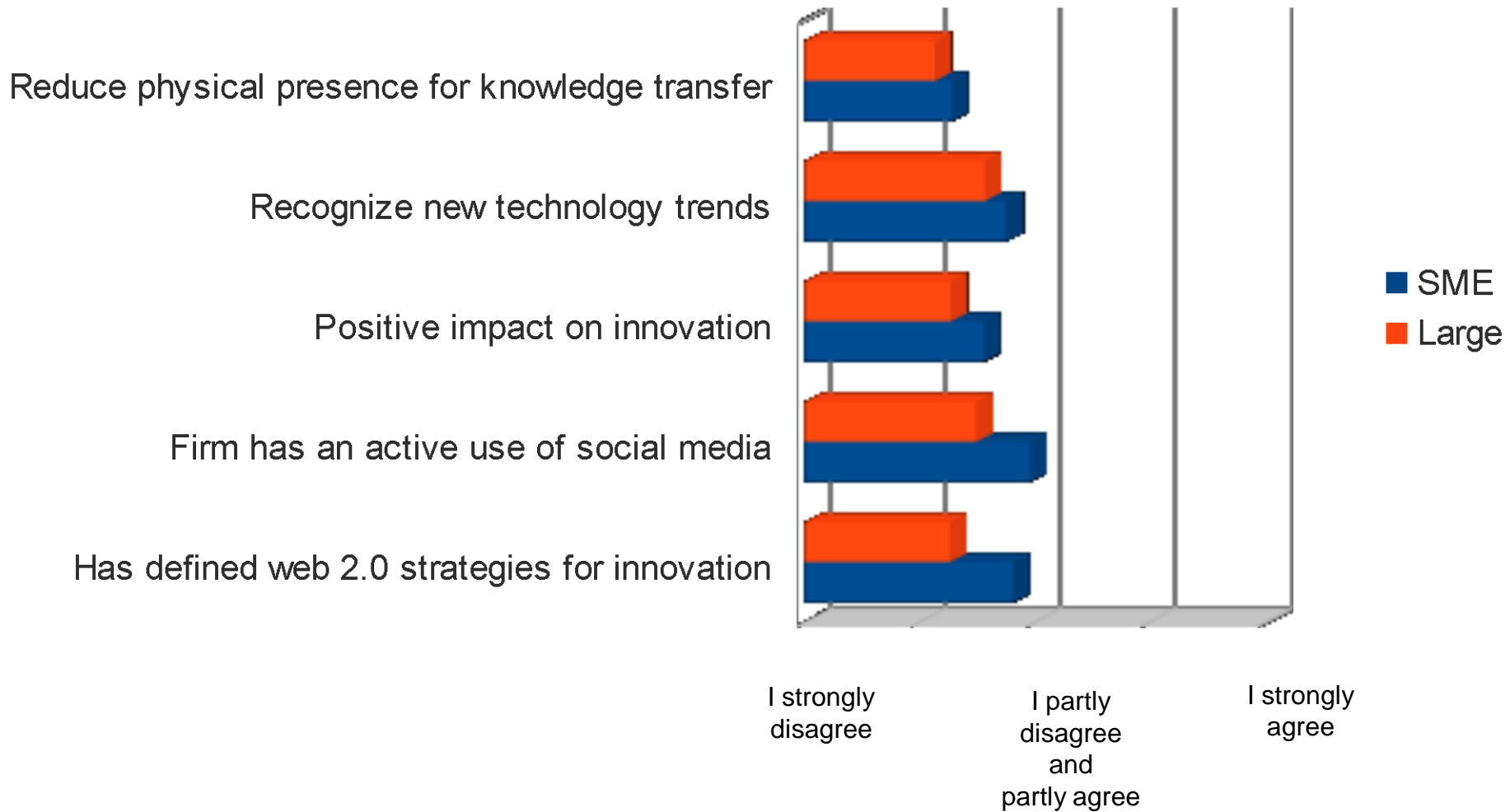
## Knowledge outflows



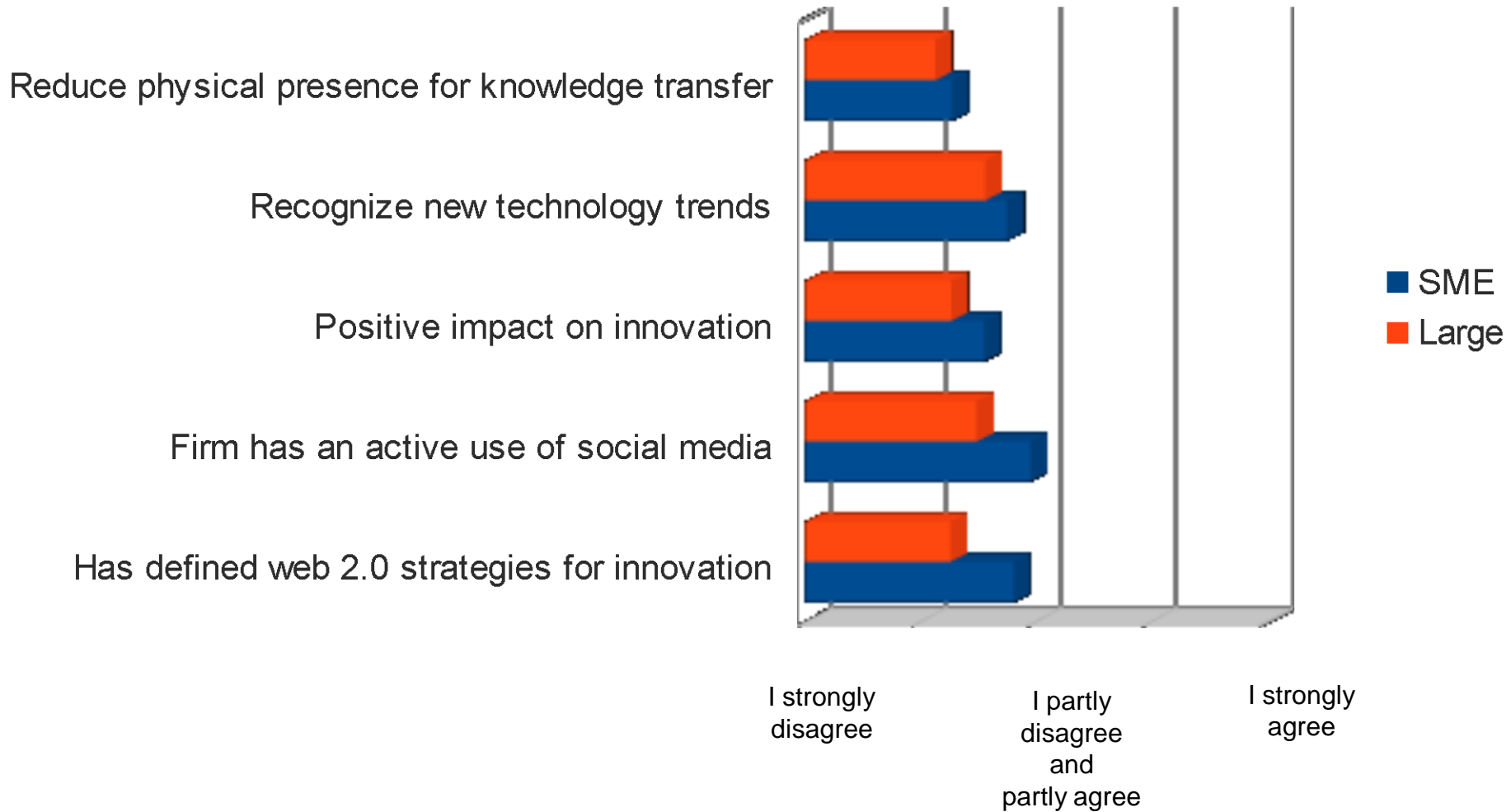
## The use of social media in companies



# The use of social media in companies



# The use of social media in companies



# Corporate Culture





# Factor analysis

	Groups of variance		
	Leaders	Followers	Laggers
<i>Radical innovations (new to market)</i>	0.70	0.18	-0.07
<i>Incremental innovations</i>	-0.91	0.11	-0.19
Active use of social media	0.24	0.42	0.30
New business models through OI	0.36	0.56	-0.13
Resources used for scanning and developing new technologies	0.33	-0.12	0.72
Focus to explore new markets using existing technologies	0.37	-0.38	0.05
Focus to create new co-operation and alliances	-0.20	0.22	0.49
Prioritize institutional sources	0.69	0.31	-0.06
Uses sources from own industry	0.19	0.16	0.37

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