

# Symposium on Support for Open Innovation Processes

December, 7<sup>th</sup> 2009, Center for Innovation and Technology NRW, Mülheim, Area Ruhr, Germany

## Morning Sessions

- 9.00-9.05 Welcome / Introduction
- 9.05-9.45 Keynote:  
Han van der Meer (Saxion University of Applied Sciences). *An SME perspective on Open Innovation.*
- 9.45-9.50 Break
- 9.50-10.10 Joachim Hafkesbrink and Markus Schroll. *Organizational Competencies for Open Innovation in Small and Medium Sized Enterprises of the Digital Economy.*
- 10.10-11.00 Panel discussion:  
• *Old Wine in new Bottles? A Case Study on Organizational Antecedents for Open Innovation Management*  
• *Web 2.0 Learning - A case study on Organizational Competences in Open Content Innovation*  
• *Controlled Open Innovation in a pro-active SME Innovation*  
Panel Chair: Joachim Hafkesbrink
- 11.00-11.15 Break
- 11.15-11.35 Michael Reinhardt, Marc René Friess, Georg Groh, Michael Amberg and Jochen Hetzenecker. *Fostering Process and Context Support through Social Networking Services on an Open Innovation Platform.*
- 11.35-12.15 Keynote:  
Thomas Herrmann (Ruhr-University of Bochum). *Facilitating creativity in the innovation process.*
- 12-15-13.45 Lunch

## Afternoon Sessions

- 13.45-14.35 Firehose Session:  
Hartmut Scholl and Julia Reiß  
• *Open Learning Loop - An Integrated Approach for rapid development and timely supply of Learning Courses.*  
Markus Schmucker and Sam Zeini  
• *MeMCS - A Case Study on Open (Source) Innovation.*  
Nils Malzahn, Sabrina Ziebarth and Michele Brocco  
• *KoPIWA - Support tools for open innovation.*  
Dirk Krause, Markus Strickler and Justin Clark-Casey  
• *Utilising Open Source Virtual World Platforms for Business and Serious Games.*
- 14.35-14.45 Break
- 14.45-15.25 Keynote:  
Michael Koch (Universität der Bundeswehr München). *Social software and ubiquitous user interfaces for open innovation - Approaches for a better integration of internal and external innovators.*
- 15.25-15.45 Michele Brocco and Georg Groh. *Contribution Awareness and Fame in Open Innovation Networks.*
- 15.45-15.55 Break
- 15.55-16.15 Walter Kammergruber, Michele Brocco, Georg Groh and Manfred Langen. *Collaborative Lightweight Ontologies in Open Innovation-Networks.*
- 16.15-16.35 H. Ulrich Hoppe, Sam Zeini, Nils Malzahn, Ulrich Mill and Joachim Hafkesbrink. *Negotiating Competencies in Recruiting in a Highly Dynamic Work Context - first results of the KoPIWA project.*

- 16.35-16.55 Sabrina Ziebarth, Oliver Daems, Nils Malzahn and H. Ulrich Hoppe. *Creation and Matching of Competence Profiles in the German Digital Economy using Semantic Methods.*
- 16.55-17.00 Closing Remarks

## Registration

Via email to:

Michele Brocco  
Technische Universität München  
Institut für Informatik  
Lehrstuhl Angewandte Informatik/ Kooperative Systeme  
Boltzmannstr. 3  
85748 Garching  
Germany

Tel. +49-89-289-18661  
Fax +49-89-289-18657

Email [brocco@in.tum.de](mailto:brocco@in.tum.de)

## SYMPOSIUM SCOPE

Open Innovation is a recent paradigm whose goal is to include external and internal ideas and paths to market for innovation. In Open Innovation, networks of innovators which consist of organizations, freelancers, customers etc. collaborate in different phases of the innovation process such as idea generation, evaluation and/or development. The induced new collaboration possibilities allow for considering a larger amount of users, projects and more general aspects of innovation. For this reason, the innovation process becomes broader and more complex. Effectively supporting this process (e.g. via IT) is therefore very important in order to foster or even make collaboration possible in innovator networks. The support of an Open Innovation network or community can include support for the process itself, the awareness or the search for desired content, contributions or new innovation partners, trends in personal qualification and skill management, awareness of people's contributions and team recommendations. The symposium goal is to illustrate and discuss the phenomenon of Open Innovation itself and possible theoretical or practical approaches for the support of its requirements as well as socio-psychological implications, influence factors and future development paths of Open Innovation.

## CONTACT

Prof. Dr. H. Ulrich Hoppe  
Universität Duisburg-Essen  
Fakultät Ingenieurwissenschaften  
Abteilung für Informatik und angewandte  
Kognitionswissenschaften  
Lotharstr. 63/65  
47048 Duisburg  
Germany

Tel. +49-203-379-3553  
Fax +49-203-379-3557  
Email [hoppe@collide.info](mailto:hoppe@collide.info)

Prof. Dr. Johann Schlichter  
Technische Universität München  
Institut für Informatik  
Lehrstuhl Angewandte Informatik/Kooperative  
Systeme  
Boltzmannstr. 3  
85748 Garching  
Germany

Tel. +49-89-289-18654  
Fax +49-89-289-18657  
Email [schlichter@in.tum.de](mailto:schlichter@in.tum.de)

Dr. Joachim Hafkesbrink  
innowise GmbH  
Bürgerstr. 15  
47057 Duisburg  
Germany

Tel. +49-203-393-7640  
Fax +49-203-393-76428  
Email [jh@innowise.eu](mailto:jh@innowise.eu)

# KOPIWA

Symposium on Support for Open Innovation  
Processes

December 7<sup>th</sup>, 2009

Symposium Venue:

**ZENIT GmbH**  
Zentrum für Innovation und Technik in NRW  
Bismarckstr. 28  
45470 Mülheim an der Ruhr  
Germany

<http://kopiwa.collide.info/>

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Projekträger im DLR



Arbeiten – Lernen –  
Kompetenzen entwickeln



Förderschwerpunkt  
Innovationsstrategien jenseits  
traditionellen Managements