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Editorial: The Role of Design in Open Innovation

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Citation

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Chesbrough coined the term open innovation in 2003, and after a decade of research he redefined it as "a distributed innovation process, based on purposively managed knowledge flows across organizational boundaries, using pecuniary and non-pecuniary mechanisms, in line with the organization's business model" (Chesbrough and Bogers, 2014). Understanding open innovation helps to realize how sharing knowledge with internal and external stakeholders can promote innovation. The essence of such knowledge sharing by internal and external stakeholders build relationships that are based on common interests and goals.

Although open innovation has been a hot topic within business, design and innovation management, it is still ill defined and companies struggle with smooth implementation of open innovation practices into their daily operations. Different perspectives exist on the need for openness, antecedents of open innovation, different typologies of practices, how to determine which one fits each company and challenge, the processes for implementation and the roles that design and designers can play in these processes. The main aim of this conference track is to debate some of these emerging issues and position designers within this context. Therefore, within this track, the role of design, the designer and design management are considered and potential drivers for implementation of open innovation within organisations discussed.

The themed track features three submissions from 5 authors, who share interesting insights, knowledge and research outputs relevant for this track topic. We thank our authors for the diversity of research presented in this section and the great insights they brought us.

In "Exploring the Pop-up Shop for Co-design Research" paper one by Anja Overdiek takes a first exploration into the employment of physical pop-up shops for user and stakeholder engagement. The author first develop an operational definition of the pop-up shop by analyzing literature from marketing and human geography that leads her to identify successful properties for pop-up shop as a temporary and highly experiential physical space. This paper will further develop this definition from the perspective of experience prototyping and user engagement and place the resulting research approach into the landscape of co-design (Sanders and Stappers, 2014). From this perspective, the author illustrates this approach with three cases developed in 2016 by The Hague University in the frame of a national open innovation network initiated by the Dutch Ministry for

Economy responding to the significant disruption of the retail sector caused by the move to online and changing consumer values and purchasing behavior.

This research intervention consisting of an iteration of pop-up shops that were conceived as experiential engagement platforms around different themes, working together with Industrial Design and Communications students. At the last part of the article, opportunities and challenges of pop-up shop research for co-design are discussed and the need for further exploration of pop-up shop experience prototyping as a process tool for multiple stakeholder co-design in open innovation projects is proposed.

Paper 2, titled "The design and social enterprise ecosystem: How can design be applied to a developing social enterprise ecosystem? by Hyejin Kwona; Youngok Choia and Busayawan Lamb, explores how encouraging the strategic use of design can address the growth and sustainability of social enterprises, from the multiple stakeholders' perspectives in the social enterprise ecosystem. This paper draws the outputs from the exploration phase of a research project that consist on the investigation of the UK's existing social enterprise ecosystem, identifying the status of design knowledge and use of design among key stakeholders. The study employed a combination of qualitative and quantitative methods, including both primary and secondary research tools. The conclusions of this paper first illustrate that social enterprises remain poorly understood in the public and private sectors, with gaps between key stakeholders and social enterprises. Secondly, the authors state that most stakeholders in the UK's social enterprise ecosystem have little understanding of design and are largely unaware of the influence of design. However, the excellent case study of the Good Finance project demonstrated how design could be applied in solving problems for the social enterprise ecosystem, especially in finance and investment among the fundamental elements of social enterprise ecosystem. Finally, further research opportunities are opened such as a comparative analysis of case studies of South Korea and the UK's social enterprise ecosystems.

Kim Kyuleea in the paper titled "A Case Study to Explore Applicability of Creating Shared Value (CSV) into Design Practice" reports preliminary research on roles of design to leverage creating shared values (CSV). CSV is a nascent, but widely accepted, business concept that attempts align strategically social goals and business goals together in one value for a company's competitive and sustainable growth (Porter and Kramer, 2011). The author work is based on a selected case of collaborative new product development (NPD) project that involves three independent parties that include a design consultancy, a MNC, and a social business. This case is one of the rare projects where practitioners' motivations and contributions were clear and the project had been attempting to create shared value since the planning stage. This paper arrives at the conclusion that two challenges of CSV's applicability into design practice are recognised through case study. One challenge lies in the lack of explanation on non-economic and non-social design goals. Another lies in the undefined role of CSV in the realm of design.

The diversity of contributions of this track enrich the discussion about the role of design in Open Innovation and more widely in stakeholder engagement for interdisciplinary innovation activities. We also realize through these contributions how social goals are gaining relevance in innovation practices and that even in the era of social networks, virtual reality and on-line business, physical interaction still remain key on engaging stakeholders. Finally, according to DRS2018 conference theme, these contributions highlight the role of design as a catalyst of change based on open innovation and as an agent for social change. On behalf of the track editors, we thank the authors for commitment to the discipline. We wish the authors success and trust that the readers will find value of the articles within this track.

References

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