

# SABINE BRUNSWICKER

## CURRICULUM VITAE

### CONTACT

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Research Center for Open Digital Innovation (RCODI), Discovery Park, Purdue University, Room 491, 207 S. Martin Jischke Drive, West Lafayette, IN 47907, Phone: +1 765.494.2885 Cell:+17654763832 Email: sbrunswi@purdue.edu

### EDUCATION

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- 2011 Ph.D. in Engineering Sciences (German Degree Name: Doktor Ingenieurin, Dr. Ing.), concentration in innovation management, University of Stuttgart, Germany ('with highest honor'); Dissertation title '*An empirical multivariate examination of the performance impact of open and collaborative innovation strategies*'
- 2005 Master of Science in Mechanical Engineering & Management Sciences (German Double Degree Name: Diplom Wirtschaftsingenieur, Dipl.-Wirtsch.-Ing.), University of Technology, Darmstadt, Germany (Average grade: "Sehr gut", USA: A) Majors: R&D management, design engineering, operations research
- 2005 Master of Commerce (MCom) with a specialization in Marketing & Entrepreneurship, University of New South Wales, Australia (Average grade "Distinction, USA: A-); Thesis title: '*Design excellence and competitive advantage - How design excellence creates strategic value for innovative Australian companies*'
- 2001 Intermediate Diploma Mechanical Engineering & Management Sciences (German name: Vordiplom Wirtschaftsingenieur, comparable to Bachelor of Science in USA), University of Technology, Darmstadt, Germany (Average grade: US: A-; 3rd position in ranking)
- 1999 High School Diploma (Grade: A), Karl-Theodor-v.-Dalberg Gymnasium (High School) Major: Music and Latin/Philosophy; Best Graduate 1999; Aschaffenburg, Bavaria, Germany

### PRIMARY PROFESSIONAL APPOINTMENTS

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- Spring 2014 - Present Director of Purdue Research Center for Open Digital Innovation (RCODI) in the Discovery Park, Purdue University, West Lafayette
- Founder of an interdisciplinary research center in the areas of open and digital innovation (at the intersection of innovation, information systems, data science)
  - Principal investigator of research projects funded by NSF, university partners (UC Berkeley), and corporate donors (Red Hat, Accenture, Landcare Research)
  - Collaboration with external academic institutions like UC Berkeley, USC, and industry partners
- Fall 2013 - Present Associate Professor for Innovation, Purdue University, West Lafayette, USA ([www.purdue.edu/opensdigital](http://www.purdue.edu/opensdigital))
- Academic lead of the development of a new graduate concentration in the M.Sc. in Technology with a focus on open and digital innovation and a dual degree with Tsinghua University (IE department)
  - Teaching graduate classes in innovation management, open innovation & digital innovation (interdisciplinary enrollment)
  - Advisor and co-advisor of Ph.D. and Master Students
- Summer 2014 – Present Director of Research of the Joint Purdue-Tsinghua Center for Innovation (JPTC)
- Establishment of a partnership with the Industrial Engineering and Management

- Science Group, Tsinghua University, Beijing
  - Joined research projects that support the establishment of a dual degree in Global Digital Innovation (M.Sc. in Technology with a concentration)
- 2014-2016 Visiting Professor Open Innovation and Public Policy, Institute for Innovation and Knowledge Management, ESADE Business School, Barcelona, Spain
  - Research in innovation policy and standardization
  - Mentoring of PhD students
- 2014 – Present Adjunct Professor Digital Innovation, School of Information Systems, Science and Engineering Faculty, Queensland University of Technology, Australia
  - Support in the establishment of the new chair in Digital Economics
  - Research collaboration in the area of digital innovation and shared economy
- 2013 – 2015 Strategic Advisor Open Innovation, Fraunhofer-Gesellschaft, Institute for Industrial Engineering (IAO), Stuttgart, Germany
  - Development of international collaborations in the US
  - Strategic guidance on research projects in the area of open innovation at Fraunhofer-Gesellschaft
- 2012–2014 Senior Research Fellow, ESADE Business School, Barcelona, Spain
  - Joint research with Prof. Jonathan Wareham (Professor, Department of Information Systems Management, Vice-Dean Research ESADE Business School), Prof. Henry Chesbrough (UC Berkeley, California, ESADE), Prof. Wim Vanhaverbeke (Hasselt University, ESADE), Prof. Esteve Almirall (ESADE)
  - Research focus: open standards and open public policy design
- 2012–2014 Visiting Scholar, New Science and Engineering Center, School of Information Systems (visiting period over Christmas and during summer breaks). Queensland University of Technology, Brisbane, Australia
  - Visiting researcher at the New Science and Engineering Centre (SEC), School of Information Systems, Prof. Michael Rosemann
  - Research collaboration in the area of digital innovation and joint publications
- 2011–2013 Head of Open Innovation, Fraunhofer-Gesellschaft, Institute for Industrial Engineering (IAO), Stuttgart, Germany
  - Set-up and growth of a new practice in the area of open innovation and business model innovation (including budget and people responsibility for profit center)
  - Development and implementation of 2 years research plan (mix of user-inspired and applied research; primarily sponsored by industry but also governmental grants and internal seed funds for more basic research)
  - Sponsored research projects with multinationals and medium-sized innovative firms from ICT, clean-tech, manufacturing, and healthcare
  - Internationalization and launch of research center in India
  - Development of international collaborations with leading business schools such as UC Berkeley, ESADE, etc.
- 2012– 2013 Visiting Research Fellow, Queensland University of Technology, Brisbane, Australia
- 2011 - 2013 Senior Lecturer, European School of Business (ESB), Reutlingen, Germany; Teaching in International Partnership of Business Schools Program (IPBs): 8-semester bachelor B.Sc. International Management (Double degree); lecture “Organizational Development” (4th semester students)
- 2007 - 2012 IMP<sup>3</sup>rove Global Coordinator, IMP<sup>3</sup>rove, Düsseldorf, Germany
  - Set-up and implementation of the IMP<sup>3</sup>rove initiative for improving innovation management performance in SMEs with sustainable impact in collaboration with the management consulting firm A.T.Kearney, Germany and the European

- Commission
  - Development and implementation of a new benchmarking software, set-up of a firm-level database with more than 3000 datasets, design of consulting services for SMEs delivered in collaboration with more than 400 trained innovation consultants in Europe (www.improve-innovation.eu; total budget of € 7 Mio)
  - Development of a pre-standard on innovation assessment in a Cen Workshop Agreement (CWA) in collaboration with the European standardization agency (CWA 15899:2008)
  - Since 2009 global roll-out of initiative including countries such as Australia, US, Singapore, etc.
  - Set-up of the IMP<sup>3</sup>rove - European Academy of Innovation Management offering executive training and professional development in the area of innovation management in small and medium-sized enterprises (SMEs) including the development the curriculum and accreditation scheme
  - Professional training of innovation and technology managers
  - Development of business model and sustainability strategy for IMP<sup>3</sup>rove
  
- 2009 - 2011 Program Manager and Senior Researcher Innovation Management; Fraunhofer-Gesellschaft, Institute for Industrial Engineering (IAO), Competence Center Innovation Management, Stuttgart:
  - Project leader of sponsored research projects with medium-sized and large multinational firms from different industries with a focus on IT, automotive, medical devices and machinery
  - Project leader of national and international studies in the area of innovation
  - Advisor to policy makers on innovation topics (e.g. European Commission or regional policy makers)
  - Coordination of open innovation research at Fraunhofer IAO
  - Supervision of master thesis projects and diploma thesis projects
  - Mentoring and supervision of PhD students Graduate School of Excellence advanced Manufacturing Engineering (GSaME)
  
- 2006 – 2009 Research Associate and Project Manager Innovation Management, Competence Team Innovation Management, Institute for Industrial Engineering (IAT), University of Stuttgart:
  - Project leader of sponsored research projects in the area of innovation management (focus IT and machinery industry), with a focus on projects on measuring innovation performance
  - Supervision of master theses
  
- 2005 – 2006 Research Affiliate and Concept Developer, Fraunhofer IPSI, Darmstadt, Germany:
  - Developing new interaction and role concepts for the project “the intelligent house” funded by T-Systems
  - Developing prototypes of ambient intelligent systems (smart homes)
  
- 2004 Sales & Marketing Coordinator, JB World, Sydney, Australia; Working for a business specializing in import of electronics and health & beauty products; main responsibilities: promotion planning and implementation, buyer relationship management
  
- 2003 – 02/2004 Controller, Benchmarking and Strategy, Daimler Chrysler AG, Stuttgart, Germany; Executing product or process benchmarking activities in collaboration projects with competitors, developing concept of a new performance indicator system for the production plant, monitoring
  
- Jun - Dec 2003 Research Assistant; Fraunhofer Institute IPSI, Darmstadt, Germany; User Interface (UI) design research; main responsibilities: developing user interface concepts, usability studies and literature review

- Mar - Oct 2000 Relationship Manager of “Kidzonline” Start-up, Generation GmbH, Aschaffenburg, Germany; main responsibilities: managing relationships with content providers and industrial partners
- Feb - Apr 2000 Technical Intern, Lufthansa Technik AG, Frankfurt/Main, Germany
- 1999 - 2001 Computer Based Training (CBT) Specialist, Lufthansa Flight Training GmbH, Frankfurt/Main, Germany; main activities: multimedia design of CBT programs, graphical and audio editing, administration

## HONORS AND AWARDS

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- 2016 - 2019 Elected as Representative-at-Large of the executive committee of the OCIS division (Organizational Communication and Information Systems) in the Society of the Academy of Management (AOM)
- 2016 Invited expert panel member of the Future Enterprise Research Initiative (Stage 2) supported by the European Commission and part of the Horizon 2020 program
- 2015 John P. Lisack Early-Career Engagement Award, Purdue Polytechnic
- 2015 Scholarship from ESADE Business School, Barcelona, Spain for a Visiting Professor Role
- 2014 Scholarship from Queensland University, Adjunct Professor
- 2013 Top researcher 2012, selected as one of the five top researchers 2012 of Fraunhofer-Gesellschaft (‘Fraunhofer society’). In 2012, Fraunhofer-Gesellschaft, a large applied research organization with more than 23 000 employees and more than 67 research institutes, selected the top 5 researchers, who had made a significant contribution to the society’s research activities. Due to her achievements in the area of open innovation, Dr. Sabine Brunswicker was selected as one of the top 5 researchers in 2012.
- 2012 Winner of the Best Dissertation Award of the Association of Production Research, Stuttgart (FpF, Stuttgart): The Association of Production Researchers awards
- 2012 Winner of the ISPIM-WILEY Best Dissertation Award Innovation Management 2011; selected by an international scientific committee in a double-blind review process out of more than 150 submissions worldwide; sponsored by the publisher WILEY
- 2008 Europe Innova Award for the achievements of the IMP<sup>3</sup>rove Initiative
- 2004 DAAD Scholarship for graduate studies in Australia
- 2004 Second place in business plan competition CONNECTOR; Australian Graduate School of Management (AGSM), Sydney
- 2002 E-fellows.net Scholarship (3 years); scholarship award to top performing students enrolled in a high profile program at German university

## AFFILIATIONS, BOARDS AND MEMBERSHIPS

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- 2016 to 2019 *Representative-at-Large* in the OCIS Division of the Academy of Management (AOM)
- since 2014 *Association for Information Systems (AIS)*, AIS is the premier professional association for individuals and organizations, who lead the research, teaching, practice, and study of information systems worldwide; academic member since 2014.

- since 2014 *Virtual Institute for Open Online Community Data Research (NSF)*: Prototyping an Open Collaboration Data Factory. Sabine Brunswicker was elected as advisory board member of a new multidisciplinary community of scholars advancing multidisciplinary research on open online communities. Founding members of the institute Susan Winter (University of Maryland and former NSF director), Brian Butler (University of Maryland), Kathy Shilton (University of Maryland), Sean Goggins (University of Missouri), Jonthan Morgan (Wikipedia), and others.
- since 2014 *Future Enterprise Research Initiative supported by the European Commission* and part of the Horizon 2020 program; expert panel member since February 2014; other expert member include David Shier, MIT, Gigi Wang, MIT & Stanford, Mc Rae, IBM, and others.
- since 2011 *Open Innovation Strategy and Policy Group (OISPG)* led by the European Commission (DG Connect), and Intel Europe; since 2011
- since 2011 *Society of the Academy of Management (AOM)*, academic member in the divisions of Technology and Innovation Management (TIM), and Organizational Communication and Information Systems (OCIS); TIM represents the largest community of scholars in the area of Technology & Innovation Management, since 2011
- since 2012 *International Society of Professionals of Innovation Management (ISPIM)*; academic member since 2012; since 2014 member of the scientific panel
- 2011-2014 *Scientific Committee of the Open Innovation Community* ([www.openinnovation.net](http://www.openinnovation.net)); scientific member of the committee together with Prof. Henry Chesbrough (UC Berkeley) and Prof. Joel West (University of San Jose); since 2011
- since 2008 *Standardization Working Group 35* on “standardization of innovation capability rating for manufacturing SMEs” of the European Committee for Standardization (CEN), working group member developing a CWA published in 2008 (CWA 15899:2008)

## **PUBLICATIONS**

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### **BOOKS AND BOOK CHAPTERS**

- Brunswicker, S., Majchrzak, A., Almirall, E., & Tee, R. (2016). Co-creating value from open data: from incentivizing developers to inducing co-creation in open data ecosystems. In *Open Innovation and Innovation Networks* (Vol. 1). World Scientific Publishing.
- Brunswicker, S. (2016). Managing open innovation in small and medium-sized firms in the tourism sector. In W. Egger, I. Gula, & D. Walcher (Eds.), *Open tourism: Open innovation, crowdsourcing, and collaborative consumption challenging the tourism industry*. Berlin: Springer.
- Bagherzadeh, M., & Brunswicker, S. (2016). Governance of Knowledge Flows in Open Exploration: The Role of Behavioral Control. In Das, T.K. (Ed.), *Decision Making in Behavioral Strategy (DMBS), Information Age Publishing (IAP)*.
- Brunswicker, S., & Johnson, J. (2015). From governmental open data toward governmental open innovation (GOI). In D. Archibugi & A. Filippetti (Eds.), *The handbook of global science, technology, and innovation* (1 ed., pp. 504-524): New Jersey: John Wiley & Sons, Ltd.
- Zentner, M. G., Zentner, L. K., McKay, D., Samek, S., Denny, N., Brunswicker, S., & Klimeck, G. (2015). In the flow: Evolving from utility based social medium to community peer. In S. Adam Matei, M.

- G. Russell, & E. Bertino (Eds.), *Transparency in social media, tools, methods and algorithms for mediating online interactions* (Vol. 3, pp. 183-196). Switzerland: Springer International Publishing.
- Brunswicker, S., & van de Vrande, V. (2014). Exploring open innovation in small and medium-sized enterprises. In H. Chesbrough, W. Vanhaverbeke, & J. West (Eds.), *New frontiers in open innovation* (1 ed., pp. 135-156). Oxford, United Kingdom: Oxford University Press.
- Brunswicker, S., Wrigley, C., & Bucolo, S. (2013). Business model experimentation: What is the role of design-led prototyping in developing novel business models? In M. Curley & P. Formica (Eds.), *The experimental nature of new venture creation: Capitalizing on open innovation 2.0* (pp. 139-152). Switzerland: Springer International Publishing
- Brunswicker, S., & Hutschek, U. (2012). Crossing horizons: leveraging cross-industry innovation search in the front-end of the innovation process. In A. Brem & J. Tidd (Eds.), *Perspectives on supplier innovation: theories, concepts, and empirical insights on open innovation and the integration of suppliers* (pp. 683-702). UK: Imperial College Press. Series on Technology Management Vol. 22. London: World Scientific Publishing Company
- Brunswicker, S. (2011). *An empirical multivariate examination of the performance impact of open and collaborative innovation strategies*. Dissertation. IPA-IAO Forschung und Praxis 502. Heimsheim, Stuttgart, Jost-Jetter Verlag.
- Brunswicker, S., & Hutschek, U. (2011). Creative escapade: Identifying innovation opportunities in distant industry sectors (German title: Kreative seitensprünge. innovationspotenziale anderer branchen finden und nutzen). In D. Spath (Ed.), *With ideas to success. Technology management in practice (German Title: Mit Ideen zum Erfolg. Technologiemanagement in der Praxis)* (pp. 267-270). Stuttgart: Fraunhofer Verlag.
- Brunswicker, S., & Banner, M. (2007). Improving the innovation capability in small and medium-sized firms (Italian title: Lo Sviluppo Delle Competenze per l'Innovazione Nelle Piccole e Medie Imprese). In F. Garibaldi & A. Grandi (Eds.), *Forme organizzative a rete per la competitività delle PMI: Modelli teorici ed esperienze aziendali* (pp. 71-98). Bologna: Timeo Editore.

## ARTICLES IN REFEREED JOURNALS

- Brunswicker, S., Matei, S., Zentner, M. G., Zentner, L. K., & Klimeck, G. (2016). Creating Impact in the Digital Space: Digital Practice Dependency in Scientific Developer Communities (accepted for publication). *Scientometrics*.
- Brunswicker, S., & Vanhaverbeke, W. (2015). Open innovation in small and medium-sized enterprises (SMEs): External knowledge sourcing strategies and internal organizational facilitators. *Journal of Small Business Management*, 53(4), 1241-1263. doi:10.1111/jsbm.12120
- Brunswicker, S., Bertino, E., & Matei, S. (2015). Big data for open digital innovation – A research roadmap. *Big Data Research*, 2(2), 53-58. doi:http://dx.doi.org/10.1016/j.bdr.2015.01.008
- Chesbrough, H., & Brunswicker, S. (2014). A fad or a phenomenon? The adoption of open innovation practices in large firms. *Research Technology Management*, 57(2), 16. doi:10.5437/08956308X5702196
- Brunswicker, S., & Ehrenmann, F. (2013). Managing open innovation in SMEs: A good practice example of a German software firm. *International Journal of Industrial Engineering and Management (IJIEM)*, 4(1), 33-41.
- Brunswicker, S., Hutschek, U., & Wagner, L. (2012). Exploration in the open innovation front-end: The role of technologies. *International Journal of Technology Intelligence and Planning*, 8(1), 1-15.

- Koch, G., Füller, J., & Brunswicker, S. (2011). Online crowdsourcing in the public sector: How to design open government platforms. *Online Communities and Social Computing*, 6778, 203-212. doi:10.1007/978-3-642-21796-8\_22
- Brunswicker, S., & Hutschek, U. (2010). Crossing horizons: Leveraging cross-industry innovation search in the front-end of the innovation process. *International Journal of Innovation Management*, 14(04), 683-702

#### **ARTICLES IN REFEREED JOURNALS AT VARIOUS STAGES OF PEER REVIEW**

- Brunswicker, S., Almirall, E. and Lee, M. (under review) Transparency in Open Public Policy: A Complexity Theory Perspective, *Journal of Strategic Information Systems (JSIS)* (*third round*).
- Brunswicker, S., Almirall, E., & Majchrzak, A. (under review) Platform Openness and Crowd Generativity: The Joint Effect of Transparency, Accessibility, and Complexity. *MIS Quarterly* (*second round*).
- Brunswicker, S., Rodriguez, J., Wareham, J. (revise & resubmit) Standardization through Formal and Informal Standards Organizations. *Research Policy* (second round, currently prepared for resubmission).
- Brunswicker, S., Bilgrim, V., and Fueller, J. (under review) Designing Future Megacities with the Crowd: Wicked Urban Problems and Firm-sponsored Civic Innovation Crowdsourcing, *Business Horizon* (under first review round submitted in April 2016; rejected by California Management Review after third round).
- Brunswicker, S., & Bagherzadeh, M. (under review). What's Your "Open Innovation Mode"? Problem Types and Open Innovation Governance Modes (invited to special issue on Feb 2016). *California Management Review* (*first round*).
- Bogers, M., Zobel, A.-K., Afuah, A., Almirall, E., Brunswicker, S., Dahlander, L., ... Magnussen, M. (revise and resubmit). The Open Innovation Landscape: Established Perspectives and Emerging Themes Across Different Levels of Analysis. *Industry & Innovation* (second round).
- Johnson, J., Majchrzak, A., & Brunswicker, S. (under review). The Paradox of Minority Dissent in Innovation Corporate Challenges. *California Management Review* (*first round*).

#### **ARTICLES IN PREPARATION**

- Brunswicker, S. and Prietula, M. Evolution of Transparency Innovation Crowds: A Computational Model of Collective Re-use Behavior and Social Comparison Processes; currently prepared for submission to *MIS Quarterly*.
- Armisen, A., Brunswicker, S., & Haefliger, S. Who solves whose problems?; currently preparing submission to *MIS Quarterly*.
- Armisen, A., Majchrzak, A., & Brunswicker, S. Effect of Community Feedback on Collective Problem Solving: The Role of Technology, prepared for submission to *ISR*.
- Bagherzadeh, M., Majchrzak, A. and Brunswicker, S. How to Manage the Downside of Deep Engagement with External Sources in Open Innovation Projects; currently prepared for submission to *Organization Science*.
- Brunswicker, S. and Rosemann, M. Customer-to-Customer (C2C) Connectedness in Services – Unlocking a New Source of Value Co-creation; preparing for submission to *Journal of Service Sciences*
- Brunswicker, S. Open innovation sourcing in SMEs – Choice or curse? Accepted for publication at the Academy of Management Conference; invited publication for special issue on Open innovation in SME; *Small Business Economics*

## PUBLICATIONS IN BUSINESS PRESS AND TRADE JOURNALS

- Almirall, E., and Brunswicker, S. (2014) Internet of Things: Big Data versus Small Data: Poderosa Herramienta de Analisis. Harvard Deusto Márketing y Ventas, 20, p 32-37. (Spanish High Impact Manager Magazine – The Spanish “Harvard Business Review“).
- Diedrichs, E. and Brunswicker, S. (2010). Innovation in Europe: Study indicates that SMEs have not exploited their innovation potential (Innovationen aus ganz Europa. Eine Studie zeigt: KMUs schöpfen ihr Innovationspotential nicht aus). *Innovationsmanager* September 2010, 40–41.
- Brunswicker, S., Bhardwaj, G., and Gonzalez, D. (2009). Empowering Europe's future. A future-oriented approach to exploiting clusters as a driver of innovation and growth. *Performance* 2, 2, 4–17.
- Diedrichs, E. and Brunswicker, S. (2009). Mit Innovation auf Wachstumskurs in der Krise. Erfolgsgeheimnisse wissensintensiver Dienstleister. *Journal Arbeit* 9, 1, 23–24.
- Brunswicker, S. 2008. Going global. Leveraging innovation activities at an international scale. *Limak News*, 1–3.
- Bullinger, H.-J., Bannert, M., and Brunswicker, S. (2007). Managing innovation capability in small and medium-sized enterprises (SMEs). *Asia-Pacific Tech Monitor* 24, 3, 17–27.
- Mussnug, J. and Brunswicker, S. (2003). Analyse der Augenbewegungen bei der Bedienung eines simulierten Prototypen eines „Inflight-Entertainment-Systems“. *VDI Fortschrittsberichte Reihe 22 Mensch-Maschine-Systeme*, 16, 468–487.

## CONFERENCE PUBLICATIONS

- Brunswicker, S., Jensen, B., Hsiang, C.-Y., & Song, Z. (2016). Open Data Contests and Transparency as a Design Choice OPENSYM 2016, Berlin, Germany: ACM Proceedings
- Hsiang, C.-Y., Armisen, A., & Brunswicker, S. (2016). Knowledge Reuse in Innovation Crowds: The Role of Semantic Heterogeneity. International Conference on Computational Social Science, Northwestern University, Chicago.
- Hsiang, C.-Y., Brunswicker, S., & Armisen, A. (2016). Knowledge Integration in Innovation Crowds: The Interplay of Anonymity and Semantic Heterogeneity. Presented at the Collective Intelligence, 2016.
- Brunswicker, S., Matei, S., Zentner, L., Zentner, M., & Klimeck, G. (n.d.). Digital Innovation in eScience: The Effect of Digital Practice on Traditional Citation-Based Scientific Recognition. Presented at the Annual Conference of the International Communication Association.
- Armisen, A., & Brunswicker, S. (2015). Transparent coupling of firm-sponsored participation in open source software communities: lightening up hidden influencers. In *2nd World Open Innovation Conference*. Santa Clara.
- Bagherzadeh, M., & Brunswicker, S. (2015a). Governance of knowledge flows in open innovation through revealing and behavioral control. In *75th Annual Meeting of Academy of Management*. Vancouver, British Columbia, Canada.
- Bagherzadeh, M., & Brunswicker, S. (2015b). Mix and Match: Preferred “Mix of Open Innovation Modes” for Solving Innovation Problems. Presented at the 2nd Annual World Open Innovation Conference, Santa Clara, California.
- Bagherzadeh, M., & Brunswicker, S. (2015c). Project attributes and choices of “open innovation mode.” In *1st World Open Innovation Conference*. Santa Clara.
- Brunswicker, S., Rodriguez, J. A., & Wareham, J. (2015). Governing standardization through formal and informal standard development organizations. In *75th Annual Meeting of Academy of Management*. Vancouver, British Columbia, Canada.



- Johnson, J., Majchrzak, A., & Brunswicker, S. (2015). The Paradox of Minority Dissent in Corporate Innovation Challenges. Presented at the 2nd Annual World Open Innovation Conference, Santa Clara, California.
- Bagherzadeh, M., & Brunswicker, S. (2014a). Control wanted? Guided revealing and source choice. In *2nd World Open Innovation Conference*. Napa, California.
- Bagherzadeh, M., & Brunswicker, S. (2014b). Joint Exploration with the Enemy-Revealing Needed. In *ISPIM Americas Innovation Forum*. Montreal, Canada.
- Jensen, B., & Brunswicker, S. (2014). The Paradox of Transparency in Online Collaboration for Innovation. In *ISPIM Americas Innovation Forum*. Montreal, Canada.
- Brunswicker, S. (2012). Open innovation sourcing in SMEs – Choice or curse? In *72nd Annual Meeting of the Academy of Management*. Boston, MA.
- Brunswicker, S., & Bucolo, S. (2012). What is the role of design-led prototyping in developing novel business models. In *EGOS Symposium*. Helsinki, Finland.
- Brunswicker, S., Hutschek, U., & Wagner, C. (2011). "Exploration" in the open innovation front-end. In *XXII ISPIM conference 2011 - Sustainability in innovation. Innovation management challenges*. Hamburg: Lappeenranta University of Technology Press, Helsinki, Finland.
- Wagner, C., Hutschek, U., & Brunswicker, S. (2011). Impact of abstraction levels in the fuzzy front end (FFE) of innovation. In *XXII ISPIM conference 2011. Sustainability in innovation. Innovation management challenges*. Hamburg: Lappeenranta University of Technology Press.
- Brunswicker, S. (2010). Where to look for external innovation inputs? Investigating the interplay of innovation search and collaboration, performance and innovation management practices. In *70th Annual Meeting of the Academy of Management*. Montreal, Quebec.
- Brunswicker, S., & Kianto, A. (2009). Taking a closer look into open innovation in small and medium-sized enterprises (SMEs). In *R&D Management conference 2009. The reality of R&D and its impact on innovation*. Vienna, Austria: Lappeenranta University of Technology Press.
- Meissner, J., Brunswicker, S., Schweikert, S., & Wolf, P. (2008). Scaffolding innovations. Implications of regional innovation barriers for platform-based innovation management improvement. In *14th International Conference on Concurrent Enterprising. A new wave of innovation in collaborative networks* (pp. 1081–1090). Lisbon, Portugal: Centre for Concurrent Enterprise.
- Stabe, M., Brunswicker, S., & Warschat, J. (2008). Opening towards open innovation. In *14th International Conference on Concurrent Enterprising. A new wave of innovation in collaborative networks*. Lisbon, Portugal: Centre for Concurrent Enterprise.
- Brunswicker, S., & Seymour, R. (2006). Surprise! Look who's capturing the value created from a design excellence award. In *International conference on strategic innovation and creativity in brand & design management* (pp. 220–235). Seoul, Korea.

## CONFERENCE SUMMARIES OR ABSTRACTS

- Hsiang, C.-Y., Brunswicker, S., & Armisen, A. (2016). Knowledge Integration in Innovation Crowds: The Interplay of Anonymity and Semantic Heterogeneity. Collective Intelligence Conference 2016, NYU University, New York.
- Armisen, A., Brunswicker, S., & Haefliger, S. (2016). Who solves whose problems? Presented at the Digital Innovation Symposium, University of Amsterdam, KIN Group, Amsterdam, Netherlands.
- Brunswicker, S. (2015, August). *Researching open innovation: Theoretical and empirical approaches at different levels of analysis*. Invited expert of the Professional Development Workshop (PDW). 75th Annual Meeting of Academy of Management, Vancouver, British Columbia, Canada.

- Brunswicker, S., Almirall, E., Johnston, E., & Mergel, I. (2015, August). *Opening governance with a public intent: Studying opening governance at multiple scales*. Featured Panel Symposium All-Academy Theme (AAT). 75th Annual Meeting of Academy of Management, Vancouver, British Columbia, Canada.
- Brunswicker, S., & Almirall, E. (2015, July). *Transparency design and generative governance of innovation in digital ecosystems*. 3rd Annual Research Symposium on Complexity and IT, Montpellier, France.
- Brunswicker, S., & Hsiang, C. (2015, May). *Decomposing the 'architecture' of innovative mobility solutions developed by a civic innovation crowd: A network perspective*. Computational Social Science Summit (CSSS), Chicago, United States.
- Brunswicker, S., Steven, N., Butler, B., & Wagner, C. (2014, December). *The evolution of ideas by crowds and communities: Competition versus cooperation*. Featured Panel Symposium held at the International Conference of Information Systems (ICIS), Auckland, New Zealand.
- Brunswicker, S. (2014, August). *Researching open innovation: Theoretical and empirical approaches at different levels of analysis*. Invited expert of the Professional Development Workshop (PDW). 74th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania.
- Brunswicker, S., Afuah, A., Fueller, J., Lakhani, K. R., Leimeister, J. M., & Majchrzak, A. (2014, August). *Resolving the debate on competition versus collaboration in open innovation crowds*. Featured Panel Symposium held at the 74th Academy of Management Meeting, Philadelphia, Pennsylvania.
- Ehrenmann, F., & Brunswicker, S. (2012, September). *Managing open innovation in SMEs: The CAS software AG case study*. 5th International Conference on Mass Customization and Personalization in Central Europe (MCP-CE 2012), Novi Sad, Serbia.
- Brunswicker, S. (2008, September). *What is the role of 'openness' in superior innovation management?* 1st ISPIM Innovation Symposium, Singapore.
- Mussnug, J., & Brunswicker, S. (2005, October). *Effective and efficient use of prototyping and usability methods in the product development process (German title: Effektive und ökonomische Verwendung von Prototypen und Usability-methoden im Produktentwicklungsprozess am Beispiel eines interaktiven Unterhaltungssystems)*. Berliner Werkstatt Mensch-Maschine-Systeme, Berlin, Germany.

## **GOVERNMENT, UNIVERSITY, AND INDUSTRY REPORTS**

- Brunswicker, S., Chesbrough, H., & Bagherdazeh, M. (2016). *Global Open Innovation Executive Study 2015*.
- Chesbrough, H., & Brunswicker, S. (2013). *Managing Open Innovation in Large Firms* *Fraunhofer-Verlag*. Stuttgart: Fraunhofer-Verlag.
- Engel, K., Diedrichs, E., & Brunswicker, S. (2012). *Improve: High-Impact Innovation Management Consulting Services for Small and Medium-Sized Enterprises (SMEs)*. *Europe INNOVA Paper* (Vol. 18). Luxembourg: European Commission, Directorate-General for Enterprise and Industry
- Brunswicker, S., & Diedrichs, E. (2011). *Gaining Competitiveness with Innovations Beyond Technology and Products*. *Insights from IMP<sup>3</sup>rove*. [www.improve-innovation.edu](http://www.improve-innovation.edu): IMP3rove Global Coordination Team.
- Brunswicker, S., & Diedrichs, E. (2011). *Gaining Competitiveness with Innovations Beyond Technology and Products*. *Insights from IMP<sup>3</sup>rove*. [www.improve-innovation.edu](http://www.improve-innovation.edu): IMP3rove Global Coordination Team.
- Brunswicker, S., & Diedrichs, E. (2010). *Innovation Management in High-Growth SMEs from the Knowledge-Intensive Services (KIS). Setting the Pace for Growth in Europe*. *Insights from IMP<sup>3</sup>rove*: IMP3rove Global Coordination Team.

- Engel, K., Diedrichs, E., & Brunswicker, S. (2010). Imp<sup>3</sup>rove. A European Project with Impact. 50 Success Stories on Innovation Management *Europa Innova Paper Series* (Vol. 14). Luxembourg: European Commission, Directorate-General for Enterprise and Industry. Brunswicker, S., & Diedrichs, E. (2010). Innovation Management in High-Growth SMEs from the Knowledge-Intensive Services (KIS). Setting the Pace for Growth in Europe. *Insights from IMP<sup>3</sup>rove: IMP<sup>3</sup>rove Global Coordination Team*.
- Engel, K., Diedrichs, E., & Brunswicker, S. (2008). Insights on Innovation Management in Europe. Tangible Results from Imp<sup>3</sup>rove *Europe INNOVA Paper* (Vol. 10). Luxembourg: European Commission, Directorate-General for Enterprise and Industry
- IMP<sup>3</sup>rove European Coordination Team. (2006). European innovation management landscape. Assessment of current practices in innovation management consulting approaches and self-assessment tools in Europe to define the requirements for future “best practices”. Europe INNOVA Paper 2, Luxembourg.

## INVITED PUBLICATIONS AND SCHOLARLY PRESENTATIONS

- Brunswicker, S. (2016, April). *Leading Innovation in the Digital Age*. Keynote Speech presented at the Innovation Symposium, Tsinghua University, Beijing.
- Brunswicker, S. (2016, February). *Innovating in an Open and Digital Innovation Landscape*. Keynote Speech presented at the 3rd Annual ABE Graduate Industrial Research Symposium: “Ingredients for Innovation,” West-Lafayette.
- Brunswicker, S. (2015, June). “*Designing*” the future of Open innovation 2.0. Final Keynote at the Open Innovation 2.0 Conference, Espoo, Finland.
- Brunswicker, S. (2014, April). Measuring science impact in scientific cyberinfrastructures. Invited presentation. *Analytics and Sustainability, NCN Site Visit NSF 2014* (upon invitation of Prof. Klimeck and NSF), Purdue University, West Lafayette, IN.
- Brunswicker, S., (2014, September). Uncovering the mechanism of innovation in ecosystems. Invited scholarly presentation and research seminar. *Seminar Series of the Management of Technology & Entrepreneurship Institute* (upon invitation of Dr. Tucci, (Chair and Dean) and Dr. Finger (Chair), EPFL, Lausanne, Switzerland.
- Brunswicker, S. (2014, March). Standards: Can they spur or kill innovation? Invited presentation at the *Innovation Convention 2014*, European Commission, Brussels, Belgium.
- Brunswicker, S. (2013, August). Open cities & commons for Europe: bringing open innovation to smart cities. Invited presentation. *OCIS Plenary Panel: Technology for Societal Change, Annual Meeting of the Academy of Management 2013* (upon invitation by Prof. Youngjin Yoo, Temple University). Orlando, FL.
- Brunswicker, S. (2013, May) Models for open innovation. Invited keynote speech at the *Open Innovation 2.0 Conference. Sustainable Economy & Society – Stability. Jobs. Prosperity*. Co-organized by the European Commission, ISPIM, Trinity College Dublin (upon invitation by Prof. Martin Curley and Bror Salmelin, European Commission), Dublin, Ireland.
- Brunswicker, S. (2012, October) open innovation in SMEs. *Open innovation Speaker Series 2012*. Haas School of Business. Garwood Center for Innovation. University of California (upon invitation by Prof. Henry Chesbrough). Berkeley, CA.
- Brunswicker, S. (2012, July). Open innovation and cross-industry innovation. Executive Programme International Innovation and Technology Management. LIMAK Johannes Kepler University. Stuttgart, Germany.
- Brunswicker, S. (2011, July). Open innovation and cross-industry innovation. Invited Seminar. *Executive Program International Innovation and Technology Management*. LIMAK Johannes Kepler University. Stuttgart, Germany.

- Brunswicker, S. (2011, May). Creative escapades – why are they so ‘rare’ in an innovation context? (German title: Kreative Seitensprünge - Warum fallen diese im Innovationskontext so schwer?). E&I People at the Vienna University of Economics and Business. Institute for Entrepreneurship and Innovation (upon invitation of Prof. Franke). Vienna, Austria.
- Brunswicker, S. (2011, April). Open innovation in SMEs and cross boundary innovation sourcing. *Open innovation Speakers Series 2011*. Haas School of Business, Garwood Center for Innovation. University of California (upon invitation by Prof. Henry Chesbrough). Berkeley, CA.
- Brunswicker, S. (2010, July). Cross-industry innovation. Invited Seminar. *Executive Program International Innovation and Technology Management*. LIMAK Johannes Kepler University. Stuttgart, Germany.
- Brunswicker, S. (2010, June). Open innovation: leveraging external knowledge and innovation networks to profit from innovation. *Summer Session Open Day of the Innovation Value Institute (IVI)*. National University of Ireland, Maynooth (upon invitation of Prof. Martin Curley). Dublin, Ireland.
- Brunswicker, S. (2009, October). The networked SME: taking a closer look into open and collaborative innovation in European SME. *Open Innovation Speakers Series 2009*. Haas School of Business, Garwood Center for Innovation. University of California (upon invitation by Prof. Henry Chesbrough). Berkeley, CA.
- Brunswicker, S. (2009, July). Open innovation. Invited speech. *Executive Program International Innovation and Technology Management*. LIMAK Johannes Kepler University. Stuttgart, Germany.
- Brunswicker, S. (2008, July). Innovationmanagement and innovation assessment (German title: Innovationsmanagement und Innovationsbewertung). *Executive Program International Innovation and Technology Management*. LIMAK Johannes Kepler University. Stuttgart, Germany.

#### **PRESENTATIONS TO PRACTITIONER AUDIENCES (EXCERPT)**

- Brunswicker, S. (2015, December). *Shaping the Future of Open Innovation*. Invited speech presented at the 7th European Innovation Summit of the European Parliament, Brussels, Belgium.
- Brunswicker, S. (2014, June). Transforming business and driving growth through open innovation. Invited keynote. *World Economic Forum CEO Workshop* (upon invitation by Nicolas Davis, Director, World Economic Forum Europe), Berlin, Germany.
- Brunswicker, S. (2014, November). Open Innovation in the food sector: Not a fad but a phenomenon. Invited keynote and joint panel with senior executives from BASF Nutrition & Health and PepsiCola. *International at the global Foodmatters Live Conference*, London, UK.
- Brunswicker, S. (2013, October). Open Innovation: Hype or trend? Keynote at *Red Hat Partner Conference*, Madrid. Spain.
- Brunswicker, S. (2013, April). Open innovation: A new paradigm for managing innovation. *G20 Inclusive Business Workshop*. Mumbai, India
- Brunswicker, S. (2012, November). Open innovation: Connected to success (German title: Vernetzt zum Erfolg). Keynote. *ITG Innovationstag Salzburg*, Salzburg, Austria.
- Brunswicker, S. (2012, October). Open Innovation and smart sustainable cities. Keynote speech at the *2nd Fraunhofer Innovation and Technology Platform India*, Bangalore, India.
- Brunswicker, S. (2012, September). Open innovation in Germany (German Title: Open Innovation im Mittelstand: Mit Offenheit zum Erfolg). Keynote. *EURIS Event “Neue Wege zu Innovation”*, Stuttgart, Germany
- Brunswicker, S. (2012, May). Beyond High-tech and New Products: The Role of Openness and Services Innovation in SMEs. Keynote at *INSME Conference and Annual Member Meeting*, Daejeon, Korea.

- Brunswicker, S. (2012, May). Open innovation: Connected to success (German title: Vernetzt zum Erfolg). Keynote speech at 2. *Mannheimer Open Innovation Forum, Mannheim, Germany*.
- Brunswicker, S. (2012, May). Managing innovation: Leveraging innovation networks to profit from innovation. Keynote speech at *Council of Chief Financial Officers, Munich, Germany*.
- Brunswicker, (2012, March). Leveraging open innovation for smart urban mobility. Speech at *FIT India on Urban Mobility, New Delhi, India*.
- Brunswicker, S. (2012, February). Innovation networks. Keynote speech at *Frühjahrstagung Analyse-Bio- und Labortechnik. Spectaris Verband, Jena, Germany*.
- Brunswicker, S. (2011, September). Innovation networks and communities. Trends and issues. *Keynote speech at Open Innovation Seminar, Sao Paolo, Brazil*.
- Brunswicker, S. (2011, November). Measuring innovation management: A new instrument for measuring the innovation capability of innovation clusters (German title: Innovationsmanagement messen. Ein instrument zur bewertung der innovationsfähigkeit von clusterunternehmen). Invited speaker at the *bodenseeAIRea Clustertreffen, Friedrichshafen, Germany*.
- Brunswicker, S. (2011). Open innovation - Leveraging external innovation sources to profit from innovation. Open Innovation Session at *IPEMTECH 2011, Berlin, Germany*.
- Brunswicker, S. (2011, September). Open innovation: With open innovation strategies to success (German title: Mit offenen Innovationsstrategien zum Erfolg). Keynote speech at *Innovation Day 2011 (Innovationstag 2011), Tracto-Technik, Gelsenkirchen, Germany*.
- Brunswicker, S. (2011, September). Open innovation at the regional level. Keynote speech at *Kick-off OpenAlps Project, Black-Forrest-Baar-Heuberg, Villingen-Schwenningen, Germany*.
- Brunswicker, S. (2011, September). Open innovation und connected value creation (German title: Open innovation und vernetzte Wertschöpfung) Keynote speech at *Annual Meeting of Photonics BW e.V. Association, Stuttgart, Germany*.
- Brunswicker, S. (2011, March). Open innovation: Leveraging external innovation sources to propel innovation (German title: Externe Innovationsimpulse erfolgreich nutzen). Keynote and panel member at the *CEBIT, Webciety, Hannover, Germany*.
- Brunswicker, S. (2011, June). Open innovation. Practitioner seminar at the *IHK Innovationsforum. IHK Lahn-Dillenburg, Germany*.
- Brunswicker, S. (2009, September). The next generation of innovation management. Invited speaker at the think tank meeting of the *Global Thought Leadership Team of Ernst & Young, Frankfurt, Germany*.
- Brunswicker, S. (2009, September). Connected to success. Does openness matter? (German title: Mit Vernetzung zum Erfolg: Welche Rolle spielt Vernetzung und Offenheit im überlegenem Innovationsmanagement) Keynote speech at the *International Open Innovation Forum, Fraunhofer-IAO, Stuttgart, Germany*.
- Brunswicker, S. (2009, November). Creating value with industrial research. Presentation at the *Research to Business Conference (R2B) Bologna, Italy*.
- Brunswicker, S. (2009, May). Improving the impact of research on SMEs. New forms of "transfer" from research to SMEs. Key note speech and panel participation at *European Association of Research and Technology Transfer Organizations (EARTO) Annual Conference, Paris, France*.
- Brunswicker, S. (2008, November). Innovation due diligence. Convincing your investor through Innovation Management (German title: Mit systematischen innovationsmanagement investoren überzeugen). *Expofin, Augsburg, Germany*
- Brunswicker, S. (2008, November). Clusters and technology transfer. (German title: Erfolgscluster und technologietransfer – Erfolg durch Kooperation) Keynote speech at *Commerzbank, Frankfurt, Germany*.

## **MEDIA/BUSINESS PRESS FEATURING OWN RESEARCH (EXCERPT)**

- Fiorini, P., & Schultz, A. (2016, January 27). Red Hat CEO to Deliver Discovery Lecture on Organizational Openness [Press release]. Retrieved from <http://www.purdue.edu/newsroom/releases/2016/Q1/red-hat-ceo-to-deliver-discovery-lecture-on-organizational-openness.html>
- Sheehy, C. (2015, October 7). Speaker visits campus to encourage new business strategy. *The Exponent*, pp. 1, 5. Purdue University.
- Dick, G. (2015, August 18). Purdue, Red Hat Collaborating. Retrieved from <http://www.insideindianabusiness.com/story/29824603/purdue-red-hat-collaborating> Engaging in the revolution of innovation. (2014). *Innovation Magazine*.
- Lincoln, S. (2015, May 20). Faculty, staff, students honored at annual awards [Newsroom for Purdue Polytechnic]. Retrieved from <https://polytechnic.purdue.edu/newsroom/faculty-staff-students-honored-at-annual-awards>
- Bob. (2015, May 15). Purdue, Red Hat Collaborating [Press Release]. Retrieved from <http://laxer.com/module/newswire/view/214252/index.html>
- OIC Editor. (2015, May 30). Purdue, Red Hat Collaborating on Open Innovation. Retrieved from <http://openinnovation.net/featured/purdue-red-hat-collaborating-on-open-innovation/>
- Fiorini, P. (2015, May 14). Red Hat to partner with Discovery Park center to fund two-year doctoral research position [Newsroom]. Retrieved from <http://www.purdue.edu/newsroom/releases/2015/Q2/red-hat-to-partner-with-discovery-park-center-to-fund-two-year-doctoral-research-position.html>
- Schultz, A., & Fiorini, P. (2015, February 26). Microsoft Research vice president to discuss computing innovations [Newsroom]. Retrieved from <http://www.purdue.edu/newsroom/releases/2016/Q1/microsoft-research-vice-president-to-discuss-computing-innovations.html>
- Fiorini, P. (2014a, Summer). New discovery park research center to focus on open digital innovation efforts. *Dimensions of Discovery*, 5(4), 7.
- Fiorini, P. (2014b, October 9). Research indicates open innovation gaining momentum among large U.S. and European companies [Press release]. Retrieved from <http://www.purdue.edu/newsroom/releases/2014/Q4/research-indicates-open-innovation-gaining-momentum-among-large-u.s.-and-european-companies.html>
- Lincoln, S. (2014a, July 1). Brunswicker addresses World Economic Forum workshop. Retrieved from <https://polytechnic.purdue.edu/newsroom/brunswicker-addresses-world-economic-forum-workshop>
- Lincoln, S. (2014b, October 22). Research: open innovation gaining momentum [Newsroom]. Retrieved from <https://polytechnic.purdue.edu/newsroom/research-open-innovation-gaining-momentum>
- Siemens AG. (2014). Competition for external ideas. *Siemens Industry Journal*, 1, 72–75.
- Staff. (2014, April 2). New Discovery Park research center to focus on open innovation. *Purdue Exponent*. Retrieved from [http://www.purdueexponent.org/campus/article\\_4fe7aaef-9b27-521e-9f07-0fb3a9df45d8.html](http://www.purdueexponent.org/campus/article_4fe7aaef-9b27-521e-9f07-0fb3a9df45d8.html)
- Fraunhofer-Gesellschaft (2013). Our key people in research 2012 (Menschen in der Forschung, 2012). *Fraunhofer Yearbook 2013*. <http://www.fraunhofer.de/de/publikationen/fraunhofer-jahresbericht-2012/fraunhofer-forschung/menschen-in-der-forschung/sabine-brunswicker.html>
- Mueller, E. (2013, July 3). Tapping into the global 'brain' (German title: Volkes intelligenz nutzen) *Manager Magazin*. Retrieved from: <http://www.manager-magazin.de/unternehmen/artikel/a-883080.html>
- Ohnewald, M. (2013, March). Open innovation: Towards new spheres (Open innovation: Aufbruch in neue Sphären). 179 *Das Standortmagazin der Region Stuttgart*, 14-15. [Curriculum Vitae –  
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- Roberts, I. (2013, March). Open innovation (German title: Offene Innovation: Innovationspartnerschaften). *Diagramm das Buhler Magazin*, 166, 13-15. Retrieved from <http://www.buhlergroup.com/global/en/about-buehler/media/publications/customer-magazine-diagram/>
- Fraunhofer-Gesellschaft. (2012). Open innovation: Fraunhofer researcher receives award for dissertation. *Research News*. Retrieved from <http://www.fraunhofer.de/en/press/research-news/2012/august/fraunhofer-researcher-receives-award-for-dissertation.html>
- Mersch, T. (2012). Open innovation: Reinventing the process of product development (German title: Open Innovation. Produktentwicklung neu gedacht), *Deutsche Bank Manager Magazine*.
- Diedrichs, E., Brunswicker, S. (2011, September 12). Highly innovative low-tech companies. *www.innovationmanagement.se*. Retrieved from <https://www.innovationmanagement.se/2011/09/19/highly-innovative-low-tech-companies/>
- Schürmann, H. (2009, June 3). Joining forces in the quest for new technologies (German title: Gemeinsam zu neuen Technologien). *Handelsblatt*, 103. (Retrieved from <http://www.handelsblatt.com>)

## **GRANTS AND DONATIONS RECEIVED (EXCERPT)**

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- 08/2016 to 07/2017      Balancing the Grid through Energy Monitoring Systems: Information Visualization for Collective Awareness; Deans Graduate Assistant Award for Outstanding Research Proposals; \$20,000; **Principle Investigator**
- 08/2016 to 10/2016      Biomedical Big Data Hacking for Civic Health Awareness; NIH grant; \$2000; **Co-Principle Investigator** (with Bethany McGowan as Principle Investigator)
- 07/2015-06/2017      Creating Impact from Governmental Open Data (OD): Innovation Process Transparency in OD Contest Design; NSF grant; Science of Science and Innovation Policy (SciPI); 24 months grant; \$238,641,29; **Principle Investigator** (with Ann Majchrzak, USC as Co-Principle Investigator)
- 06/2015 – 05/2017      Red Hat® Doctoral Researcher on Open Innovation Communities; Donation received from Red Hat Inc., Raleigh, North Carolina \$100,000; **Principle Investigator**
- 04/2015 to 12/2016      Managing Open Innovation in Large Firms: Case Study Analysis; Sponsored Research Project; Sponsor: Accenture High Performance Institute; Chicago; \$63,531,32 **Principle Investigator**
- 01/2015-08/2015      Conceptualization of the Social and Innovation Opportunities of Data Analysis; NSF grant; CIF21 DIBBS; 7months grant; \$99,718; **Co-Principle Investigator** (with Mike Zentner; Principle Investigator; Purdue University)
- 07/2014 – 11/215      Global Open Innovation Executive Survey 2015; Sponsored Research Grant; Sponsor: University of Berkeley, Garwood Center for Corporate Innovation; \$25,000; **Principle Investigator**
- 03/2015 – Present      Open Innovation Community Research; Donation received from Landcare Research, Gerald Street, Lincoln, New Zealand 7608; \$10,000 **Principle Investigator** (with Jeremiah Johnson and Ann Majchrzak)
- 2014      Research on CyberInfrastructures and Behavioral analytics, Purdue Internal Funding through nanoHUB.org NCN supported RCODI discovery efforts of a doctoral student with \$18,201. **Principle Investigator**
- 2014-2015      Exploratory research in the social sciences; \$50,000. Executive office of the Vice President (EVPR) **Co-Principle Investigator** (with Sorin Matei,

	Communications and Gerhard Klimeck, ECE) \$22,496.
2014	Open Strategies; Internal Funding from PCRD (Purdue Center for Regional Development); \$ 10,066; <b>Principle Investigator</b>
2012-2013	Business model innovation; Sponsored research grant: Sponsor: Wittgenstein (leading German manufacturer/supplier); EUR140,000; <b>Principle Investigator</b>
2012-2013	Global Open Innovation Survey; Sponsored Research Grant: Sponsor: University of Berkeley, Garwood Center of Corporate Innovation sponsored research; EUR 10,000; <b>Principle Investigator</b>
2012	Business transformation and disruptive innovation in small and medium-sized enterprises; Sponsored Research Grant; Sponsor; Queensland Manufacturing Institute (QMI), Brisbane, Australia; EUR 80,000; <b>Principle Investigator</b>
2011-2012	Build4Future study on innovation in the construction sector; Sponsored grant: Industry consortia of construction firms in the region of Bolzano, Italy; EUR 200,000; Co-Principle Investigator
2006 -2012	IMP <sup>3</sup> rove initiative for improving innovation management performance in small and medium-sized enterprises with sustainable impact; European research grant: 7 <sup>th</sup> Framework program; European Commission; Directorate General (DG) Enterprise; EUR 7,000,000 <b>Principle Investigator</b> (jointly with Dr. Eva Diedrichs and Dr. Kai Engel, AT Kearney)
2011	ICT Labs: R&D alliances and intellectual property management (IP); European research grant; 7 <sup>th</sup> framework program; funding related to the European Institute of Technology (EIT); \$80,000; Co-Principle Investigator (jointly Dr. Gunnar Brink, Fraunhofer Gesellschaft)
2011	Breakthrough innovation, portfolio management, and strategic renewal; Sponsored Research Grant; Sponsor: SAP AG, Walldorf, Germany; EUR 150,000 <b>Principle Investigator</b>
2011	Innovation lifecycle management: Sponsored research project; sponsor: SAP AG, Walldorf, EUR 30,000; <b>Principle Investigator</b>
2011	Cross Industry Innovation; Sponsored Research Project: Sponsor: Porsche; Stuttgart. Germany; <b>Principle Investigator</b>
2010-2011	ADMIRE; European research grant; 7 <sup>th</sup> framework program; European Commission; Directorate General (DG) Enterprise, <b>Principle Investigator</b>

## PHD AND MASTER STUDENTS

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### PH.D. THESIS (CHAIR OR MEMBER OF PHD STUDENTS ENROLLED IN PURDUE)

Philip Munyua, Purdue Polytechnic Institute, Doctor of Philosophy, thesis topic: digital science communities, graduated May 2016 [chair]

Bjoern Jensen, College of Liberal Arts, Ph.D. student in Organizational Communication and Business Administration, concentration in Open Digital Innovation, expected graduation May 2017 [co-chair]

Chien-Yi (Cheryl) Hsiang, Purdue Polytechnic Institute, Doctor of Philosophy, PhD student in Technology, thesis topic: knowledge re-use in innovation crowds, expected graduation in May 2017 [chair]



Marlen Promann, Interdependent Interdisciplinary Graduate Program [IIGP] Doctor of Philosophy, concentration in information experience design, expected graduation in Fall 2017 [co-chair]

Albert Armisen, Purdue Polytechnic Institute, Doctor of Philosophy, PhD Student in Technology, concentration in Open Digital Innovation, expected graduation December 2017 [chair]

#### **PH.D. THESIS (EXTERNAL ESADE BUSINESS SCHOOL, SPAIN AND QUT, BRISBANE)**

Mehdi Bagherzadeh, ESADE Business School, Spain, Ph.D. in Management Sciences, expected graduation Fall 2016 [co-chair]

Karla Starker, Queensland University of Technology, Australia, Doctor of Philosophy in Creative Industries, expected graduation in Fall 2017 [committee member]

#### **MASTERS STUDENTS (THESIS)**

Zhuonan Song (Charles), Master Student in Industrial Technology, graduation August 2016 [chair]

Srikant Rao, Purdue University, Master in Electrical Engineering & Computer Engineering graduated in spring 2015 [co-chair]

#### **POSTDOCTORAL RESEARCHERS AT RCODI**

Ida Busiime Ngambeki, Postdoctoral Researcher Technology, Research Center for Open Digital Innovation (2013-2014)

#### **GRADUATE RESEARCH ASSISTANTSHIPS**

Albert Armisen, Purdue Polytechnic, RedHat Fellow, Research Assistant RCODI, focused open innovation communities (FTE 0.5 May 2015 to May 2017),

Eonyoung Cho, Statistics, Research Assistant RCODI, (FTE 0.25 Fall 2015, FTE 0.5 Spring 2016)

Chien-Yi (Cheryl) Hsiang, Research Assistant RCODI, (FTE 0.25 Fall 2015-Spring 2016)

Mehdi Bagherzadeh, Visiting Research Fellow, RCODI fellow for the Accenture project “Open Innovation Case Study” (FTE 0.5 May 2015 to Aug 2015)

Bjoern Jensen, College of Liberal Arts, Ph.D. student in Organizational Communication and Business Administration, Research Assistant of RCODI, focus on open innovation communities and sociomateriality, co-funded by PCRD (FTE 0.25 Summer 2014, FTE 0.5 Fall 2014, FTE 0.25 Fall 2015 – Spring 2016)

Zhuonan (Charles) Song, M.Sc. Purdue Polytechnic Institute, RCODI, focus on open digital innovation and platform development (FTE 0.25 Fall 2014-Spring 2015, FTE 0.25 Spring 2016)

Summit, Gangwang, Krannert School of Management, Research Assistant of RCODI, worked as research assistant on NSF project in collaboration with Dr. Sabine Brunswicker (FTE 0.25 Spring 2015)

Philip Munyua, Purdue Polytechnic Institute, RCODI, focus on science Cyberinfrastructures and economics, co-funding College of Liberal arts and NCN (FTE 0.25 Fall 2014 – Fall 2015)

Kang-Yu Hsu, College of Engineering, PhD Student in Industrial Engineering, Research Assistant of RCODI, focus on cyber science software development communities and machine learning, co-funded by NCN (FTE 0.25 Fall 2014-Spring 2015)

Wan-Ting (Kerina) Su, College of Engineering, Research Assistant RCODI, focus on open government communities (FTE 0.25 Fall 2014- Spring 2015)

Srikant Rao, Electrical Engineering & Computer Engineering, Research Assistant RCODI, co-funding by NCN (FTE 0.25 Spring 2014).

Tahoon Kim, College of Engineering, Research Assistant of RCODI, social science grant nanoHUB, worked on social network analysis and mining in Fall 2013 (FTE 0.25), co-funded by Dr. Matei

## **MENTORING**

Markus Schimmer, Visiting Scholar Research Center for Open Digital Innovation (RCODI), Post-doctoral fellow at University of St. Gallen, Switzerland, mentoring in developing his research profile and internationalization (2013- present)

Ida Busiime Ngambeki, Postdoctoral Fellow Technology Leadership & Innovation, mentoring in developing her research profile and developing her grant publication strategy (2013-2014)

Maureen Fang, PhD student College of Technology (CoT), Mentoring in developing her PhD thesis topic through brainstorming sessions (2014)

Quang Lin, Master Student Industrial Engineering, Mentoring in developing her master thesis topic through brainstorming sessions (2014)

Srikant Rao, Purdue University, Master in Electrical Engineering & Computer Engineering, Co-Mentoring with Gerhard Klimeck (Professor of Computational Nanotechnology) (spring 2013 – spring 2015)

Zhuonan Song (Charles), Master Student TLI in Industrial Technology (fall 2014 – present)

Chien-Yi (Cheryl) Hsiang, PhD student in consumer sciences with a particular interest in user communities and evolutionary modeling (fall 2014 – present)

## COMMUNITY SERVICES

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Services to  
academic and  
business  
conferences

- International Conference on Information Systems (ICIS) 2016, Dublin, Ireland: Associated Editor of Track on Digital Innovation, Block chains and Platforms
- R&D Management 2014, Special Session on “Open Strategizing in R&D”, June 2014, Stuttgart, Germany: Session Chair
- Druid 2013, Summer Conference “Innovation, Strategy and Entrepreneurship”, June 2013, Barcelona, Spain: Session chair
- “Open Innovation 2.0” Sustainable Economy & Society Stability. Jobs. Prosperity organized by the European Commission, Intel Labs Europe, and others, Dublin, Ireland: Roundtable Chair
- MCPCI 2011 “Mass Customization and Open Innovation” in collaboration with UC Berkeley and Henry Chesbrough, San Francisco, USA: Session and panel chair
- Open Innovation Forum 2009-2011, Fraunhofer IAO, Stuttgart, Germany: Organizer and session chair
- 14th Conference on Concurrent Enterprising, 2008. Portugal: Invited session chair
- PICMET 2010: International Conference for Management of Engineering and Technology, Thailand: Session chair

Reviewer of  
conferences and  
journals

- Conferences
- OpenSym 2015
  - Druid 2013, 2014
  - Academy of Management (AOM) 2010, 2012, 2013 – full paper review (peer-reviewed)
  - European Academy of Management (EURAM), 2011
  - R&D Management conference 2014

Journals

- Organization Science 2016
- Journal of Small Business Research, 2012
- International Journal of Innovation Management (IJIM) 2012
- California Management Review (CRM) since 2012
- Journal of Strategic Information System (JSIS) 2013

Grant Reviewer

- NSF, Science of Science
- Internal Grant Reviewer Purdue University