

SABINE BRUNSWICKER

Curriculum Vitae
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Contact

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SUMMARY STATEMENT

Dr. Sabine Brunswicker is a computational social scientist and scholar in social computing, bridging social science and computing. She is particularly focused on the phenomenon of open digital innovation, describing new ways of using information technologies to organize the collective design and use of innovative digital goods. Examples of open digital innovation are open source software communities, civic crowdsourcing, open data app competitions, collective software design and re-use, or collective energy conversation through smart home energy monitoring systems. In her work, she designs and examines systems and technologies that support open digital innovation with respect to their technological and behavioral impact. She also uses computational techniques and behavioral analytics (e.g. advanced network analysis or agent-based modeling) to predict individual as well as collective outcomes in open digital innovation. The Research Center for Open Digital Innovation (RCODI) at Purdue University is the backbone of her work, jointly performed with an interdisciplinary group of researchers. As user-inspired researchers she and her team intensively engage with industry partners, policy makers, and thought leaders of open digital innovation, through large-scale field studies and increasingly also controlled experiments using ‘virtual’ contests and user studies. Sabine’s teaching efforts emphasize experiential learning through real-world projects (e.g. www.ironhacks.com).

EDUCATION

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| 2011 | Ph.D. in Engineering Sciences (German Degree Name: Doktor Ingenieurin, Dr. Ing.), University of Stuttgart, Germany (‘with highest honor’) |
| 2005 | Master of Science in Engineering & Management Sciences (German Double Degree Name: Diplom Wirtschaftsingenieur, Dipl.-Wirtsch.-Ing.), University of Technology, Darmstadt, Germany |
| 2005 | Master of Commerce (MCom) with a specialization in Marketing & Consumer Behavior, University of New South Wales, Australia |
| 2001 | Intermediate Diploma Engineering & Management Sciences (German name: Vordiplom Wirtschaftsingenieur, comparable to Bachelor of Science in USA), University of Technology, Darmstadt, Germany |
| 1999 | High School Diploma, Karl-Theodor-v.-Dalberg Gymnasium, Best Graduate 1999, Aschaffenburg, Bavaria, Germany |

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 (www.purdue.edu/opendigital): <ul style="list-style-type: none">– Founded new university-wide Discovery Park research center that pursues interdisciplinary research at the intersection of computing and social science to |
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- advance theories and technologies of open digital innovation
 - Focus areas: crowdsourcing, open data app design and software re-use, open source software community, behavioral analytics, information design, home energy monitoring and eco-feedback, similarity detection, network analysis
 - Principal investigator of research projects funded by governmental agencies (NSF, NIH), university partners (e.g. UC Berkeley), and corporate donors (e.g. Red Hat, Accenture)
 - Launch of innovative open data competitions (www.ironhacks.com) to perform controlled field experiments with >500 software developers
- Fall 2013 - Present Associate Professor, Purdue University, West Lafayette, USA (www.purdue.edu/opendigital)
- Academic lead of the development of a new graduate concentration in the M.Sc. in Technology with a focus on open digital innovation and a dual degree with Tsinghua University in global digital innovation
 - Teaching graduate classes in 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)
- Spring 2017 – Present Faculty Fellow, Purdue Policy Research Institute, Purdue University
- Participation in new focus areas smart citizen and social inclusion
 - Open science and policy research
- 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 smart food chains
- 2014-2016 Visiting Professor Open Innovation, Policy, and IT-standardization, Department of Information Systems, ESADE Business School, Barcelona, Spain
- Research in policy, IT-standardization, and healthcare informatics
 - Mentoring of PhD students
- 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, health informatics, business analytics
- 2012–2014 Visiting Scholar, School of Information Systems, New Science and Engineering Center (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 (including budget and people responsibility for profit center)
 - Development and implementation of 2 year 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, smart clean-tech, e-health
 - Internationalization and launch of research center in India
 - Development of international collaborations and research partnerships
- 2012– 2013 Visiting Research Fellow, School of Information Systems, 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 Academic Lead, IMP³rove, Düsseldorf, Germany
- Set-up and implementation of the IMP³rove program funded through the European Commission (FP7) for improving innovation management performance using web-based evaluation tools and advisory services
 - Lead in design and implementation of a new benchmarking instrument & software, survey design & analytics, firm-level database with more than 3000 datasets, (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 IMP³rove - 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
- 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 software, smart manufacturing
 - 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
 - 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 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

- 2017 Purdue Policy Research Institute, Academic Fellow (upon invitation)
- 2016 Runner-up Emerging Scholar Award World Open Innovation Conference, ESADE Business School, Spain
- 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 IMP³rove 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

- 2018 *AOM Special Conference on Big Data and Digital Contexts*, 2018, conference is intended to nurture the development of a new field of research University of Sussex, UK, Track Chair
- 2017 *HCOMP 2017*, the 5th AAAI conference on human computation in Quebec City, Canada, Program Committee Member
- 2017 *Collective Intelligence Conference 2017* NYU, School of Engineering, New York, Program Committee Member
- 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.
- 2014 - 2015 *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 *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); 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

Books and Book Chapters

- Brunswicker, S. (forthcoming). Contingencies of Open Innovation in SMEs: The Role of Intellectual property rights (IPR) and Product Lifecycle. In W. Vanhaverbeke (Ed.), *Open Innovation in SMEs*. World Scientific Publishing (Accepted for publication).
- 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 S. Nambisan (Ed.): *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.

Referred Journal Articles (under Review or Revision)

- Brunswicker, S., Almirall, E., & Lee, M. (under review 1st round). Transparency and open public policy in complex decision environments. *Research Policy*, first round.
- Brunswicker, S., Almirall, E., & Majchrzak, A. (under review 3rd round). The Downside of Optimizing: a Simulation on the Interplay Between Platform Design Characteristics and Developers' Behavioral Strategies on Platform Performance. *Management Information Systems Quarterly*.
- Brunswicker, S., Armisen, A., & Haefliger, S. (under review 1st round). Joint Problem Solving in Open Collaboration. *Management Information Systems Quarterly*.
- Brunswicker, S., & Chesbrough, H. (under review 1st round). The Adoption of Open Innovation in Large Firms: Practices, Measures, and Risks. *Research Technology Management*.
- Brunswicker, S., Jensen, B., Song, Z., & Majchrzak, A. (under review 1st round). Transparency as Design Choice of Open Data Contests. *Journal of American Society for Information Science and Technology*.
- Brunswicker, S., Jorge, R., & Wareham, J. (under revision 2nd round). Standardization through Formal and Informal Standard Development Organizations (SDOs). *Research Policy*.
- Promann, M., & Brunswicker, S. (under review 1st round). Eco-Feedback Design: A Systematic Review. *Renewable and Sustainable Energy Reviews*.

Referred Journal Articles (Published)

- Brunswicker, S., Bilgram, V., & Fueller, J. (2017). Taming wicked civic challenges with an innovative crowd. *Business Horizons*, 60(2), 167–177.
- Bogers, M., Zobel, A.-K., Afuah, A., Almirall, E., Brunswicker, S., Dahlander, L., ... Magnussen, M. (2017). The Open Innovation Landscape: Established Perspectives and Emerging Themes Across Different Levels of Analysis. *Industry & Innovation*, 24(1), 8–40.
- Brunswicker, S., Matei, S. A., Zentner, M., Zentner, L., & Klimeck, G. (2017). Creating impact in the digital space: digital practice dependency in communities of digital scientific innovations. *Scientometrics*, 110(1), 417–426.
- 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.
- Brunswicker, S., Bertino, E., & Matei, S. (2015). Big data for open digital innovation – A research roadmap. *Big Data Research*, 2(2), 53-58.
- Chesbrough, H., & Brunswicker, S. (2014). A Fad or a Phenomenon? The Adoption of Open Innovation Practices in Large Firms. *Research Technology Management*, 57(2), 16–25.
- 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 (IJEM)*, 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.

Referred Journal Articles (Currently Prepared for Submission)

- Brunswicker, S., & Bagherzadeh, M. (in preparation). What's Your "Open Innovation Mode"? Problem Types and Open Innovation Governance Modes. *Organization Dynamics*.
- Brunswicker, S., & Cheoh, J. L. (in preparation). Measuring similarity of open data mash-ups. *ACM Transactions on Social Computing*.
- Brunswicker, S., & Mukherjee, S. (in preparation). The Paradox of Diversity in Joint Problem Solving in Firm-sponsored Open Source Software (OSS). *Information Systems Research*.
- Brunswicker, S., & Prietula, M. (in preparation). Re-use and Patterns of Digital Innovation in Open Crowds. *Organization Science*.
- Mukherjee, S., & Brunswicker, S. (in preparation). Network Embeddedness in Open Source Software Communities. *Information Systems Research*.
- Armisen, A., & Brunswicker, S., & Majchrzak, A. (in preparation). Effect of Community Feedback on Collective Problem Solving: The Role of Technology. *Information Systems Research*.
- Bagherzadeh, M., Majchrzak, A. and Brunswicker, S. (in preparation). How to Manage the Downside of Deep Engagement with External Sources in Open Innovation Projects. *IEEE Transactions on Information Systems*.

Publications in Business and Trade Journals

- Narsalay, R., & Brunswicker, S. (2017). *Open innovation: Smart solutions for the R&D Pipeline*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Elser, B. (2017). *Open innovation at Evonik Industries*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Kapur, M. (2017a). *Open innovation at Bosch*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Kapur, M. (2017b). *Open innovation at Pfizer*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Kawalec, T. (n.d.). *Open Innovation at El Lilly*.
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Kim, J.-W. (2017). *Open innovation at Samsung*. Accenture Research.
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Roberts, G. (2017). *Open innovation at HB Labs*. Accenture Research.
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Smith, S. (2017). *Open innovation at Ford Motor Companies*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., Bagherzadeh, M., & Yu, J. (2017). *Open innovation at Huawei Technologies*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-open-innovation-smart-solutions-pipelines>
- Narsalay, R., Brunswicker, S., & Bagherzadeh, M. (2016). *The smart way to open your innovation process*. Accenture Research. Retrieved from <https://www.accenture.com/us-en/insight-outlook-smart-way-open-innovation-process>
- 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.

Conference Publications

- Brunswicker, S., & Prietula, M. (2017a). Transparency and Reuse in Digital Innovation Contests: A Simulation Study. In *AOM Annual Meeting Proceedings*. Atlanta, Georgia: Academy of Management.
- Brunswicker, S., & Prietula, M. (2017b). Re-use in Open Crowds: Linking Empirical and Computational Approaches. Presented at the Organization Science Winter Conference 23, Park City, Utah: Informs.
- Promann, M., & Brunswicker, S. (2017). Four Affordances of Eco Feedback Design. Presented at the American Conference on Information Systems, Boston, MA: Association of Information Systems.
- Kremser, W., Brunswicker, S., & Pentland, B. (2017). The Continuous Transformation of Interdependence in Networks of Routines. Copenhagen: European Group on Organizational Studies (EGOS) Conference.
- 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. (2016). 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 (ICA)*.
- 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 and Abstracts

- Brunswicker, S., & Prietula, M. (2017). Transparency and Re-Use Patterns of Open Digital Crowd Contests: Linking Empirical and Computational Approaches. Presented at the 2017 International Conference on Computational Social Science IC2S2, Cologne, Germany.
- Mukherjee, S., & Brunswicker, S. (2017). Problem-centric Network Embeddedness and Productivity in Open Source Software Communities. Presented at the 2017 International Conference on Computational Social Science IC2S2, Cologne, Germany.
- Armisen, A., Brunswicker, S., & Haefliger, S. (2016, March). 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.
- 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.

Reports (Governmental, Industry, or Academic)

- Brunswicker, S., Bagherzadeh, M., Lamb, A., Narsalay, R., & Jing, Y. (2016). Managing Open Innovation Projects with Impact. *Whitepaper Series*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2821203
- 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 IMP³rove*. www.improve-innovation.edu: IMP3rove Global Coordination Team.
- Brunswicker, S., & Diedrichs, E. (2011). Gaining Competitiveness with Innovations Beyond Technology and Products. *Insights from IMP³rove*. 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 IMP³rove*: IMP³rove Global Coordination Team.
- Engel, K., Diedrichs, E., & Brunswicker, S. (2010). Imp³rove. 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 IMP³rove*: IMP³rove Global Coordination Team.
- Engel, K., Diedrichs, E., & Brunswicker, S. (2008). Insights on Innovation Management in Europe. Tangible Results from Imp³rove *Europe INNOVA Paper* (Vol. 10). Luxembourg: European Commission, Directorate-General for Enterprise and Industry
- IMP³rove 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 Scholarly Publications and Presentations (excerpt)

- Brunswicker, S. (2016, November). Innovation on Open Digital Platforms: Simulating the Effect of Developer Strategies on the Interplay between Platform Complexity and Platform Performance. Presented at the Northwestern Institute for Complex System (NICO): Seminar Series. Retrieved from <https://www.youtube.com/watch?v=jknkoibMLes>
- Brunswicker, S. (2016, October). *Invited Seminar: Open innovation in the digital age*. Presented at the Tepper School of Business Seminar Series, Carnegie Mellon University, Pittsburgh, Pennsylvania.
- Brunswicker, S. (2016, May). Open Innovation in the Digital Age: Fostering Generativity through Openness. Closing Plenary presented at the Open Innovation 2.0 Conference 2016, Amsterdam, The Netherlands.
- Brunswicker, S. (2016, April). *Leading Innovation in the Digital Age*. Keynote Speech presented at the Innovation Symposium, Tsinghua University, Beijing.
- Haefliger, S., Brunswicker, S., & Armisen, A. (2016, April). *Open Source Software and Business Model Innovation*. Keynote Speech, Università degli Studi di Padova, Dipartimento di Scienze Economiche e Aziendali “Marco Fanno.”
- Brunswicker, S. (2016, March). *Digital innovation in communities and ecosystems*. Presentation of academic paper presented at the Organizing for Digital Innovation Workshop, Amsterdam, the Netherlands.
- Brunswicker, S. (2015, June). “*Designing*” the future of Open innovation 2.0 2015. 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.

Presentation to Practitioners and Industry Thought Leaders (*excerpt*)

- Brunswicker, S. (2016, February). *Innovating in an Open and Digital Innovation Landscape*. Plenary Speech presented at the 3rd Annual ABE Graduate Industrial Research Symposium: “Ingredients for Innovation,” West Lafayette, Indiana.
- Brunswicker, S. (2016, May). *Open Innovation in the Digital Age: Fostering Generativity through Openness*. Closing Plenary presented at the Open Innovation 2.0 Conference 2016, Amsterdam, The Netherlands.
- Brunswicker, S. (2016, June). *From Open Source towards Open Innovation: Fostering Corporate Innovation with Open Source Software (OSS) Communities*. Presentation presented at the Red Hat Summit 2016, San Francisco, California.
- Brunswicker, S. (2016, December). *Open for Openness: it is the only choice*. Keynote Speech presented at the Open2016!, Stuttgart, Germany.
- Haefliger, S., Brunswicker, S., & Armisen, A. (2016, April). *Open Collaboration: Who solves who’s problem?* Presented at the Innovation, Creativity & Leadership: ICLCity2016, London.

- 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: Erfolgskluster und Technologietransfer – Erfolg durch Kooperation) Keynote speech at *Commerzbank, Frankfurt*, Germany.

Media and Press Featuring Scholarly Work (excerpt)

- Gittlen, S. (2016, May 2). 6 colleges turning out open source talent. Retrieved from <http://www.networkworld.com/article/3062660/open-source-tools/6-colleges-turning-out-open-source-talent.html>
- Meintel, S. (2016). OPEN! 2016: When are open systems groundbreaking? Retrieved from http://www.ots.at/presseaussendung/OTS_20160819_OTSS0036/open-2016-wann-sind-offene-systeme-bahnbrechend
- OCIS. (2016). Executive Committee Elected (Effective August 2016). Retrieved July 20, 2016, from <http://ocis.aom.org/about-2/executive-committee-elected-effective-august-2016/>
- Proffitt, B. (2016, May 24). Community Will Make Big Splash at Red Hat Summit. Retrieved from <http://community.redhat.com/blog/2016/05/community-will-make-big-splash-at-red-hat-summit/>
- Stuttgart. (2016). Open to Openness - dare more openness. Retrieved from <http://www.pressebox.de/inaktiv/osb-alliance-open-source-business-alliance-ev/Open-to-Openness-Mehr-Offenheit-wagen/boxid/822238>
- 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
- 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. http://www.region-stuttgart.de/fileadmin/user_upload/region-stuttgart/179/PDFs/Standortmagazin_179_Ausgabe_2013_3.pdf
- 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)*

07/2017 to 06/2019	Affordable Net Zero Solutions, Discovery Park Big Idea Competition, \$300,000, Core Research Team Member responsible for Information Design and Behavioral Analytics (with Leigh Raymond, Political Science, College of Liberal Arts, Purdue University as Principle Investigator)
06/2017 to 08/2017	Major Scientific Equipment Grant, Office of the Provost Purdue University, West-Lafayette, \$15,000, Principle Investigator
01/2017 to 12/2017	Purdue IronHacks, Support from the Dean's Office Purdue Polytechnic, West-Lafayette, \$22,000 Principle Investigator
12/2017 to 12/2018	Open Data Hacking Sponsorship; Donation received from Red Hat Inc. Raleigh, North Carolina \$3000, Principle Investigator
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; \$23,000; Principle Investigator
08/2016 to 10/2016	Biomedical Big Data Hacking for Civic Health Awareness; NIH grant; \$5000; Co-Principle Investigator (with Bethany McGowan as Principle Investigator)
07/2015 to 06/2018	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 to 05/2020	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 to 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 to 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 to 12/2075	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)
01/2014 to 12/2015	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)
2014	Open Strategies; Internal Funding from PCRD (Purdue Center for Regional Development); \$ 10,066; Principle Investigator
2012-2013	Business model innovation; Sponsored research grant: Sponsor: Wittgenstein (leading German manufacturer/supplier); EUR140,000; Principle Investigator
2012-2013	Global Open Innovation Survey; Sponsored Research Grant: Sponsor: University of Berkeley, Garwood Center of Corporate Innovation sponsored research; EUR 10,000; Principle Investigator

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; Principle Investigator
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 ³ rove initiative for improving innovation management performance in small and medium-sized enterprises with sustainable impact; European research grant: 7 th Framework program; European Commission; Directorate General (DG) Enterprise; EUR 7,000,000 Principle Investigator (jointly with Dr. Eva Diedrichs and Dr. Kai Engel, AT Kearney)
2011	Information and Communication Technologies (ICT) Labs: R&D alliances and intellectual property management (IP); European research grant; 7 th 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 Principle Investigator
2011	Digital innovation, lifecycle management: Sponsored research project; sponsor: SAP AG, Walldorf, EUR 30,000; Principle Investigator
2011	Cross Industry Innovation; Sponsored Research Project: Sponsor: Porsche; Stuttgart. Germany; Principle Investigator
2010-2011	ADMIRE; European research grant; 7 th framework program; European Commission; Directorate General (DG) Enterprise, Principle Investigator

PHD AND MASTER STUDENTS

Current Ph.D. and Master Students

- Marlen Promann, Interdependent Interdisciplinary Graduate Program [IIGP] Doctor of Philosophy, concentration in information experience design, expected graduation in Spring 2018 [co-chair]
- Jesus-Enrique Aldana-Sigona, Electrical and Computer Engineering [ECE], Doctor of Philosophy, concentration in computational social science and artificial intelligence, expected graduation 2020 [committee member]
- Gagandeep Singh Khanuja, Open and Digital Innovation, Technology Leadership & Innovation (TLI), Master of Science, expected graduation 2019 [chair]

Prior Ph.D. and Master Students

- Bjoern Jensen, College of Liberal Arts, Purdue University, Ph.D. student in Organizational Communication and Business Administration, concentration in open digital innovation, successfully graduated in May 2017 [co-chair with Sorin Matei, School of Communication]
- Philip Munyua, Purdue Polytechnic Institute, Doctor of Philosophy, concentration in open digital innovation, successfully graduated in May 2016 [chair]
- Mehdi Bagherzadeh, ESADE Business School, Spain, Ph.D. in Management Sciences, successfully graduated Fall 2016 with “cum laude” [co-chair]
- Zhuonan Song (Charles), Master Student in Industrial Technology, concentration in open digital innovation, successfully graduated in August 2016 [chair]

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

Karla Starker, Queensland University of Technology, Australia, Doctor of Philosophy in Creative Industries, expected graduation in Fall 2017 [committee member from 2013 to 2015]

Graduate Research Assistantships and Fellowships Funded

Satyam Mukherjee, Visiting Assistant Professor Technology Leadership & Innovation, Purdue Polytechnic Institute, faculty fellow at RCODI, funded through Red Hat Fellowship for research on open source software communities

Peng Li, Computer and Information Technology (CNIT), Purdue Polytechnic Institute, funded through NSF grant on open data contests and process transparency, funding focused on web programming, visualization and big data analytics (FTE 0.5 Spring 2017)

Junayd, Merchant, Industrial Engineering, Purdue University, graduate student fellow RCODI, funding focused on support of international collaboration with systems and software engineering at Universidad de National (UNAL), Bogota (FTE 0.25 Spring 2017)

Deep Saran Randhawa, Computer Science, Purdue University, undergraduate student fellow RCODI, funded through NSF grant on open data contests and process transparency, activities focused on programming activities and web programming (including D3.js) (FTE 0.25 Spring 2017)

Pooja Shevade, Industrial Engineering, Purdue University, Graduate Research Assistant RCODI, funding focused on data science and project management of NSF grant on open data contests and process transparency (FTE 0.5 Fall 2016 to Spring 2017)

Danny Sierra González, School of Industrial Engineering, University de Nacionalidad Colombia, Bogota, funding provided to support research on civic innovation and open data contests (FTE 0.5 Fall 2016 and Spring 2017)

Marlen Promann, Research Assistant RCODI, funded through Dean's Excellence Award, funding focused on doctoral research on eco-feedback design (FTE 0.5 Fall 2016 to Summer 2017)

Priyank Jain, Computer Science, Purdue University, Graduate Research Assistant RCODI, funding focused on web programming for NSF grant on open data contests (FTE 0.5 Fall 2016)

Albert Armisen, ESADE Business School, doctoral Red Hat Fellow at RCODI, funded through donation from Red hat, funding focused on open source software communities (FTE 0.5 May 2015 to May 2017)

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

Chien-Yi (Cheryl) Hsiang, PhD student Technology Leadership & Innovation, Purdue Polytechnic Institute, Graduate Research Assistant, RCODI, funding through NSF grant on open data contests (FTE 0.25 Fall 2015 to Spring 2016)

Mehdi Bagherzadeh, PhD student ESADE Business School, 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, Graduate Research Assistant RCODI, funding focus on open innovation communities, co-funded by PCRD (FTE 0.25 Summer 2014, FTE 0.5 Fall 2014, FTE 0.25 Fall 2015 – Spring 2016)

Zhuonan (Charles) Song, Master student Technology Leadership & Innovation, Purdue Polytechnic Institute, Graduate Research Assistant RCODI, funding focus on open digital innovation and platform development (FTE 0.25 Fall 2014-Spring 2015, FTE 0.25 Spring 2016)

Summit, Gangwang, MBA student Krannert School of Management, Purdue University, Graduate Research Assistant RCODI (FTE 0.25 Spring 2015)

- Philip Munyua, PhD student Technology Leadership & Innovation, Graduate Research Assistant RCODI, funding focused on computational social science and network analytics for scientific communities on nanoHub.org, co-funding College of Liberal arts and NCN (FTE 0.25 Fall 2014 – Fall 2015)
- Kang-Yu Hsu, PhD Student in Industrial Engineering, Purdue University, Graduate Research Assistant RCODI, funding focused on cyber science software development communities and machine learning, co-funded by NCN (FTE 0.25 Fall 2014-Spring 2015)
- Wan-Ting (Kerina) Su, PhD Student in Industrial Engineering, Purdue University, Graduate Research Assistant RCODI, funding focus on open government communities (FTE 0.25 Fall 2014- Spring 2015)
- Srikant Rao, Master student Electrical Engineering & Computer Engineering(ECE), Purdue University, Graduate Research Assistant RCODI, funding focused on scientific infrastructures and network analysis of developer behavior, co-funding by NCN (FTE 0.25 Spring 2014).
- Tahoon Kim, PhD Student in Industrial Engineering Purdue University, 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, Communication, College of Liberal Arts

Mentoring (Post-graduate, Graduate and Undergraduate)

- Satyam Mukherjee, visiting assistant professor TECHNOLOGY LEADERSHIP & INNOVATION and fellow RCODI, Purdue University, mentoring in research on Open Source Software (OSS) communities [2016-Present]
- Melissa Lee, Phd Student ESADE Business School, mentoring during Doctoral Studies [2015-2017]
- Surya Gundavarapu, undergraduate student Business Analytics, Krannert School of Management, Purdue University, mentoring in digital platform analytics and cost/benefit analysis [Fall 2016]
- Jia Lin Cheoh, undergraduate honors student, Computer Engineering and Computer Science, Purdue University [2015- Present]
- Markus Schimmer, Post-doctoral fellow at University of St. Gallen, Switzerland, visiting faculty fellow RCODI, mentoring in developing his research profile and internationalization [2013- present]
- Ida Busiime Ngambeki, Postdoctoral fellow Technology Leadership & Innovation, Purdue Polytechnic Institute, mentoring in research planning and career development (2013-2014)
- Maureen Fang, PhD student Engineering Technology, Purdue Polytechnic Institute, mentoring in developing her PhD thesis topic through brainstorming sessions [2014]
- Quang Lin, Master Student Industrial Engineering, Purdue University, mentoring in developing her master thesis topic through brainstorming sessions [2014]
- Srikant Rao, Master student Electrical Engineering & Computer Engineering [ECE], Purdue University, co-mentoring with Gerhard Klimeck (Professor of Computational Nanotechnology) [spring 2013 – spring 2015]
- Zhuonan Song (Charles), Master Student Technology Leadership & Innovation, Purdue Polytechnic Institute, background in software engineering Fudan University, mentoring throughout graduate studies including career planning [fall 2014 – present]
- Chien-Yi (Cheryl) Hsiang, PhD student Technology Leadership & Innovation, Purdue Polytechnic Institute, mentoring in transition into TECHNOLOGY LEADERSHIP & INNOVATION from consumer sciences (fall 2014 – present)

Visiting Scholars

- Wang Changfeng, Visiting Scholar Technology Leadership & Innovation and faculty fellow RCODI, Purdue University, Associate Dean of Research Shandong Jiaotong University School of Economics and Management [2017-2018]

Satyam Mukherjee, Visiting Assistant Professor Technology Leadership & Innovation, Purdue Polytechnic Institute, faculty fellow RCODI, Purdue University, official Red Hat Fellow [2017-2018]

Yuri Hirai, Visiting scholar Technology Leadership & Innovation, Purdue Polytechnic Institute, Post-doctoral Researcher Semantic Text Analysis in Innovation Studies, University of Tokyo, Japan [2016 to 2017]

Markus Schimmer, Postdoctoral Research Fellow Digital Innovation, St. Gallen University, Switzerland [2014 to 2015]

Esteve Almirall, Visiting Scholar Technology Leadership & Innovation and faculty fellow RCODI, Associate Professor Business Analytics & Data Science, ESADE Business School, Barcelona [Summer 2014 and Summer 2015]

Danny Sierra González, School of Industrial Engineering, University de National Colombia, Bogota

COMMUNITY SERVICES

Services to Academic and Business Conferences

International Conference on Information Systems (ICIS) 2017, New Zealand, Associated Editor of Track Digital Innovation

Academy of Management 2017, Atlanta, USA, Session Chair

Collective Intelligence 2017, New York University, New York, USA, Program Committee Member

HCOMP 2017, 5th AAAI Conference on Human Computation and Crowdsourcing, Quebec City, Canada, Program Committee Member

International Conference on Information Systems (ICIS) 2016, Dublin, Ireland: Associated Editor of Track on Digital Innovation, Blockchains 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”, San Francisco, USA: Session and Panel chair

Open Innovation Forum 2009-2011, Fraunhofer Institute for Industrial Engineering, 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

Reviewing Services

Reviewer of Referred Academic Journals

California Management Review, 2012-Present

Journal of Computer-mediated Communication (JCMC), 2016- Present

International Journal of Innovation Management, 2012-2014

Journal of Strategic Information Systems (JSIS), 2013-Present

Journal of Small Business Management, 2012-Present

Organization Science, 2015- Present

Reviewer of Review Academic Conferences

Academy of Management (AOM) 2010, 2012, 2013 – Present

Collective Intelligence, 2016 – Present

Druid 2013 - 2014

HCOMP, 2017

European Academy of Management (EURAM), 2011

International Conference of Information Systems, 2014 – Present

OpenSym 2015

R&D Management conference 2014

Reviewer of Grant Proposals

National Science Foundation, 2014 - Present

Purdue Polytechnic Institute, Internal Seed Funds, 2014 - Present