Abstract:
For decades, for-profit firms have flirted with the idea of driving innovation using crowd sourced open innovation platforms. Most firms have moved from being skeptics of open innovation to reluctant adopters and now confident backers of open innovation platforms (Microsoft bought GitHub in 2018). However, there is limited empirical evidence to suggest firms create and capture value on open innovation platforms. In this study, we investigate the effect of open platform engagement on the economic outcomes of a firm.

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