

Exploring the Role of Value Networks for Software Innovation

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Introduction

- Recent theories of innovation lay much emphasis on the importance of knowledge and networking - open innovation
- Open innovation viewed as antithesis of closed innovation
- OI has a lot in common with agile development methodologies and open source software

Agile Development

- Agile approaches emphasize communication and collaboration in project teams
- Customer is involved in development process
- However, the process could be extended to include multiple stakeholders
- Useful to consider how the agile innovation process could benefit from becoming more open
- Consequently, open innovation has implications for how stakeholders are viewed in agile projects - go beyond the traditional view of the customer

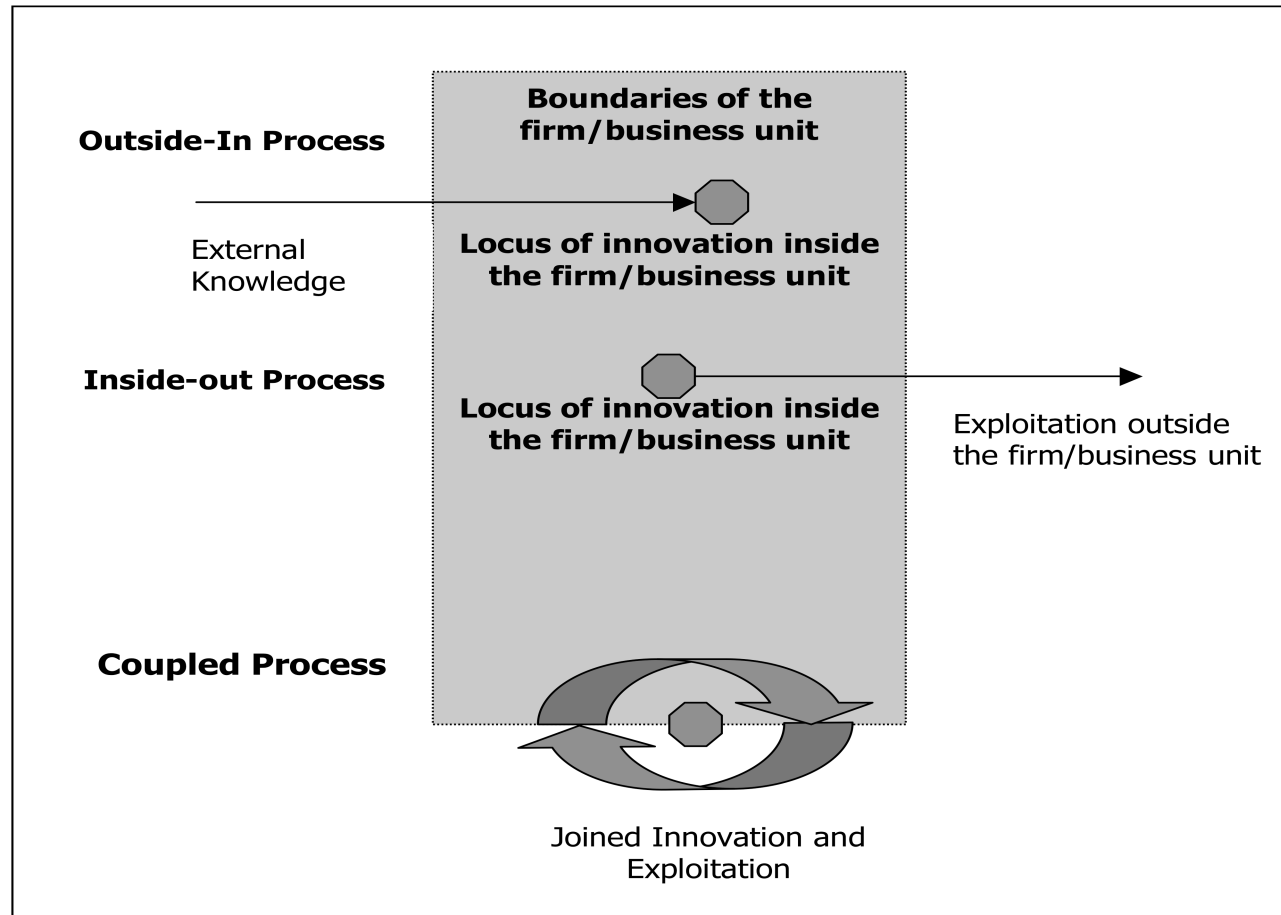
Open Source Development

- OSS - community-based software development model
- Popular example of open innovation
- OSS plays an important role in the business models of firms
- Previous research revealed that firms experienced many opportunities in collaborating with other companies, research institutes and communities
- Investigating the role of open value networks for value creation and capture with OSS warrants further research

Theoretical Framework

- Gassmann and Enkel (2008)
Framework - outside-in process, inside-out process and coupled process
- Tailored the framework to examine networking both within and outside the firm

Theoretical Framework



Research Methodology

- Two case studies - one of which employs agile methods and another that utilizes OSS
- Data collection will be carried out using semi-structured interviewing
- Data analysis will utilize open coding and axial coding technologies

Conclusion

- Research-in-progress that argues for a more open type of value networking that includes collaboration and reciprocal knowledge-sharing with other business units, customers, partners, communities etc.
- Raises some interesting questions, e.g. how do firms select appropriate stakeholders, how do they develop complementary internal and external value networks, how is the network governed etc.