

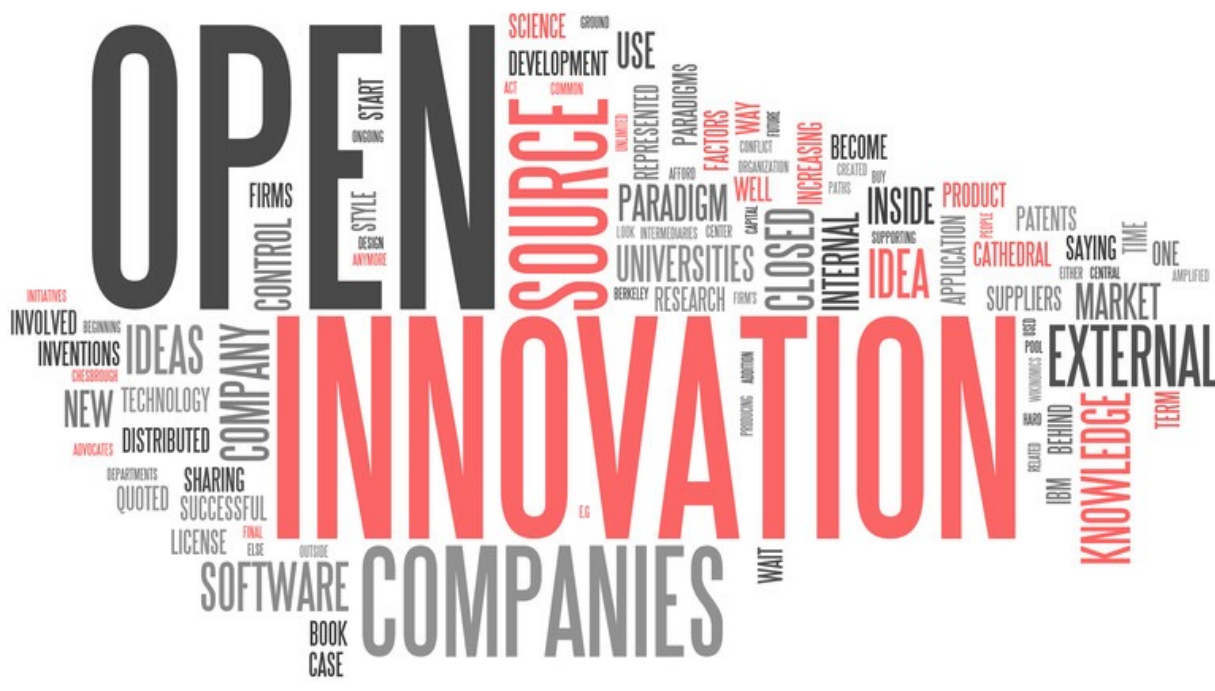
# Open Innovation in Business Incubation facilitating changes in business strategies driven by pandemic

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## INTRODUCTION

- **Open Innovation** is the concept of co-creation and collaboration



*“the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively» (H.W.Chesbrough, 2010)*

- research adjusted the ‘collaboration’ category by taking into account OI-specific elements (Van de Vrande et al., 2009; Bigliardi and Galatti, 2016): **OI activities, motivations, challenges, partners and value co-creation**
- research on **business incubation and incubators as OI partners** promoting co-creation, collaboration, co-petition is missing the explanation how OI transforms business strategies

## RESULTS

- The pandemic facilitated the online co-creation, co-petition and collaboration in business incubation field
- **External online expertise, online mentoring and online research support** were the most popular outside-in strategy activities utilized by incubators’ tenants

## METHODOLOGY

### Research focus:

- Open Innovation and Business Incubation
- Cooperation and co-creation based on Open Innovation

### Research aim:

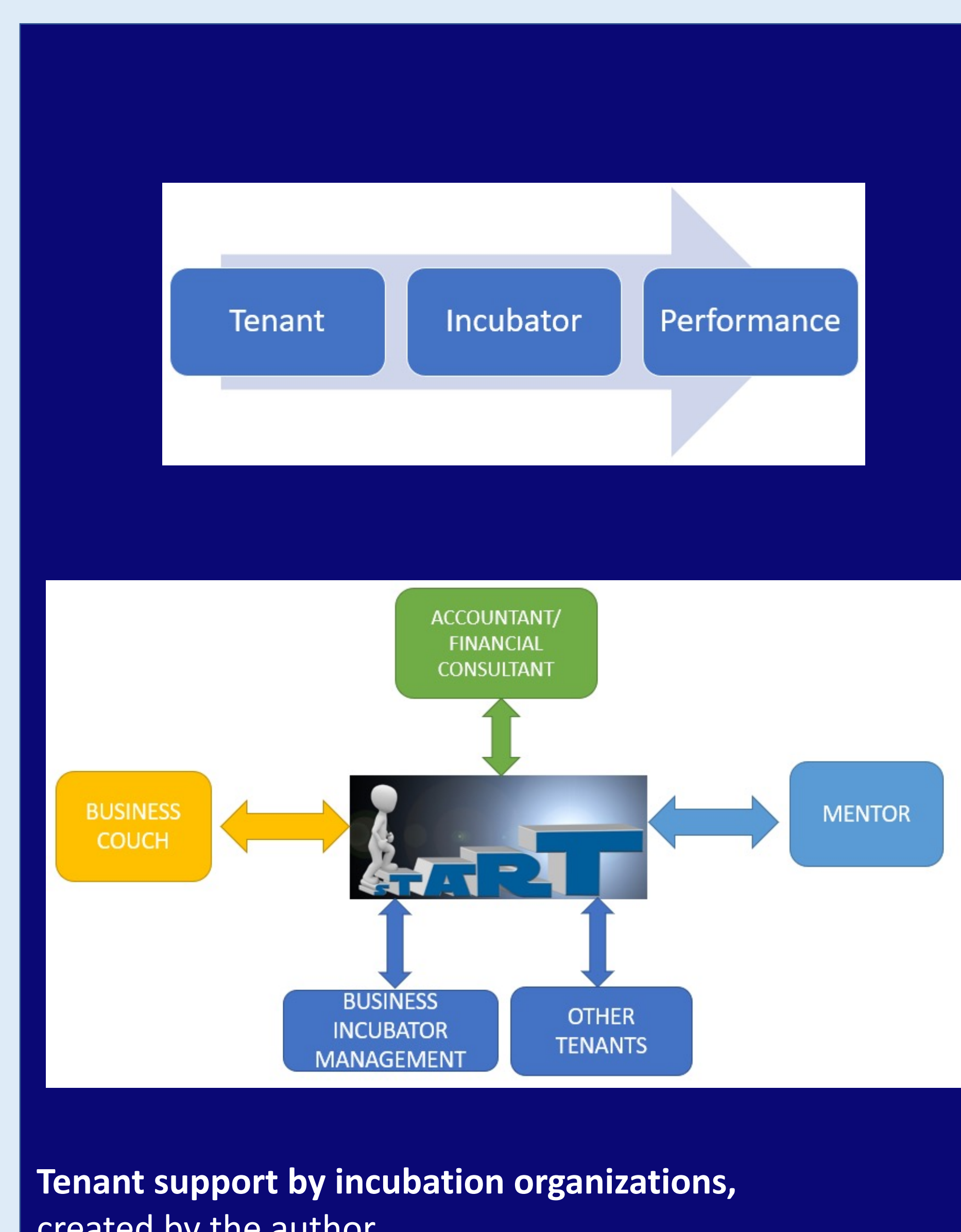
- How are OI strategies utilized by incubator tenants and management during pandemic?

### Research methods:

- Literature review on OI dimensions
- The incubates’ survey to evaluate the OI activities, actors and artefacts boosting incubation function
- The survey included various building blocks including the OI strategies recognized and utilized by tenants during pandemic

## CONCLUSION, CONTRIBUTION AND NOVELTY

- extending the scope of incubation function in Latvia to all incubation organizations boosting OI activities, actors and artefacts –University, industry, social and public incubators, clusters, technological transfer centers
- research on business incubation and incubators as OI partners promoting co-creation, collaboration, co-petition



## References

- Chesbrough, H. W., & Garman, A. R. (2009). How open innovation can help you cope in lean times. *Harvard business review*, 87(12), 68-76.
- Van de Vrande, V., De Jong, J. P., Vanhaverbeke, W., & De Rochemont, M. (2009). Open innovation in SMEs: Trends, motives and management challenges. *Technovation*, 29(6-7), 423-437.

## Acknowledgements

This research was conducted within the project “Open Innovation, No1.1.1.2/VIAA/3/19/426” funded by Postdoctoral Research Support Aid programme of Latvia