**Outline v.7**

**Introduction**

*1.1.1 Background and Context*

* *Overview of Open Innovation (OI):*
	+ *Definition and significance of OI in modern business.*
	+ *Historical evolution from closed to open innovation.*
* *Overview of Corporate Entrepreneurship (CE):*
	+ *Definition and importance of CE in fostering innovation within firms.*
	+ *Historical development and evolving interpretations of CE.*

*1.1.2 Purpose of the Study*

* *Research Aims:*
	+ *To explore the relationship between OI and CE.*
	+ *To examine how OI can address challenges in CE and enhance entrepreneurial activities within corporations.*
* *Research thesis*

*1.1.3 Significance of the Study*

* *Theoretical Contribution:*
	+ *Providing a comprehensive understanding of the synergy between OI and CE.*
	+ *Filling gaps in existing literature regarding the impact of OI on CE.*
* *Practical Implications:*
	+ *Offering insights and strategies for practitioners to leverage OI for enhancing CE.*
	+ *Helping companies understand and overcome barriers to CE through OI.*

*1.1.4 Structure of the Dissertation*

* *Chapter 1: Theoretical Background*
	+ *Detailed exploration of OI and CE concepts, including definitions, historical context, and key dimensions.*
* *Chapter 2: The Impact of OI on Corporate Entrepreneurship*
	+ *Examination of how OI addresses CE challenges and additional benefits of OI for CE.*
* *Subsequent Chapters:*
	+ *Empirical analysis, case studies, discussions, and conclusions (briefly outline the content of the remaining chapters if applicable).*

**1. Theoretical Framework**

*1.1 Concept of Open Innovation*

* *Definition and Differentiation:*
	+ *Closed Innovation: Development of new ideas and technologies internally (Panagopoulos, 2016, p. 1).*
	+ *Open Innovation (OI): Collaboration with external partners for innovation (Panagopoulos, 2016, p. 1).*
* *Historical Context:*
	+ *Introduction by Henry Chesbrough in "Open Innovation: The New Imperative for Creating and Profiting from Technology" (2003).*
	+ *Transition from closed to open innovation due to the obsolescence of traditional R&D models (Enkel et al., 2009, p. 312).*
* *Types of Open Innovation:*
	+ *Inbound (Outside-in Process):*
		- *Integrating external knowledge to enhance internal capabilities.*
		- *Example: LEGO's customer involvement strategy (Rusu & Avasilcăi, 2015).*
	+ *Outbound (Inside-out Process):*
		- *Commercializing internal ideas and technologies externally (Enkel et al., 2009, p. 312).*
		- *Example: Philips.*
	+ *Coupled Process:*
		- *Combining inbound and outbound processes for co-creation and co-commercialization (Enkel et al., 2009, p. 312).*
		- *Example: Tesla and Panasonic's battery collaboration.*
* *Conclusion:*
	+ *OI represents a paradigm shift, crucial for fostering Corporate Entrepreneurship (CE) (Enkel et al., 2009, p. 311).*

*1.2 Concept of Corporate Entrepreneurship*

* *Evolution and Definition:*
	+ *Emerged in academic literature over the last forty years.*
	+ *Initial focus on new business opportunities within established firms (Kuratko & Covin, 2016, p. 1).*
	+ *Expanded to include strategic renewal and other forms of entrepreneurship (Barringer & Bluedorn, 1999, p. 422).*
* *Dimensions of Corporate Entrepreneurship:*
	+ *Innovation, Risk-taking, and Proactiveness:*
		- *Covin & Slevin, 1991; Miller, 1983, as cited in Zahra (1999, p. 1714).*
	+ *Types of Innovation:*
		- *Innovation as a mechanism for rejuvenation and market position redefinition (Covin & Miles, 1999, p. 47).*
	+ *Strategic Renewal and Business Creation:*
		- *Entering new markets and revitalizing operations (Zahra, 1996, p. 1714-1715).*
* *Forms of Corporate Entrepreneurship:*
	+ *Sustained Regeneration:*
		- *Continuous introduction of new products and services (Covin & Miles, 1999, p. 51).*
	+ *Organizational Rejuvenation:*
		- *Improving internal processes and capabilities (Covin & Miles, 1999, p. 52).*
	+ *Strategic Renewal:*
		- *Altering strategy for competitive advantage (Covin & Miles, 1999, p. 52).*
	+ *Domain Redefinition:*
		- *Creating new product-market arenas (Covin & Miles, 1999, p. 53).*
* *Challenges to Corporate Entrepreneurship:*
	+ *Cultural and organizational barriers (Kuratko et al., 2021, p. 4).*
	+ *Barriers in multinational subsidiaries (Kantsepolsky, 2019, p. 2).*
	+ *Impediments in developing economies (Nyanga, 2020, p. 1).*

**2. The Impact of OI on CE**

*2.1 Introduction*

* *Brief overview of previous chapter*
* *Purpose and structure of the current chapter*

*2.2 Addressing Challenges of Corporate Entrepreneurship through Open Innovation*

* *Explanation of how OI can overcome cultural barriers in CE*
	+ *Case studies or examples (Wikhamn, B. R., & Styhre, A. (2017, p.12), (Li, Li, & Wu, 2024, p. 5131).*
	+ *Mechanisms of cultural change through OI*
* *Tackling resource unavailability with OI*
	+ *Access to external resources and knowledge*
	+ *Examples of successful resource leveraging*
* *Enhancing management support for CE through OI*
	+ *Engaging leadership in OI processes*
	+ *Benefits observed in companies that integrate OI with management practices*

*2.3 Additional Benefits of Open Innovation for Corporate Entrepreneurship*

* *Enhancing innovation capabilities*
	+ *Integrating diverse external ideas*
	+ *Examples of increased innovation output*
* *Accelerating market entry and expansion*
	+ *Speeding up product development and commercialization*
	+ *Case studies demonstrating faster market entry*
* *Fostering a collaborative ecosystem*
	+ *Building partnerships and networks*
	+ *Examples of successful ecosystems created through OI*

*2.4 Case Studies and Examples*

* *Detailed examination of specific companies successfully implementing OI in their CE strategies*
	+ *Company A: Overcoming cultural barriers*
	+ *Company B: Leveraging external resources*
	+ *Company C: Enhancing management support*

*2.5 The Synergy between OI and CE*

* *The mutual reinforcement of OI and CE*
	+ *How OI fosters an entrepreneurial mindset*
	+ *How CE drives the adoption of OI practices*
* *Theoretical perspectives on the synergy*
	+ *Relevant models and frameworks*

*2.6 Potential Drawbacks and Considerations*

* *Challenges and risks associated with implementing OI in CE*
	+ *Intellectual property concerns*
	+ *Managing external partnerships*
* *Strategies to mitigate risks*
	+ *Best practices for managing OI processes*

**3. Conclusion**

* *Summary of key points discussed*
* *Implications for future research and practice*

Notes:

Implementing OI will enhance the Entrepreneurial Culture

The AstraZeneca staff that was actively involved with the AZ BioVentureHub as experts for the hosted companies got opportunities not only to see new knowledge perspectives but also to gain concrete entrepreneurial experiences themselves when interacting with the companies. Wikhamn, B. R., & Styhre, A. (2017, p.12)

"An open organizational culture stems from an open mind, and refers to the innovation culture of non-invented-here and non-sold-here. Organizations with OC can reach out to a more diverse external culture, which facilitates individuals to gain novel ideas and knowledge, enhance the creativity of individuals to accomplish tasks" (Li, Li, & Wu, 2024, p. 5131).

Implementing OI wil Resource Utilization

Wikhamn, B. R., & Styhre, A. (2017)