

Wide Open? Company Approaches of Open Innovation: institutional and organizational foundations and consequences

Companies tend to open up more than usual. In current years we see a variety of approaches that open up companies more or less, intertwining different types of knowledge and foster the dialogue with formerly shut out actors.

Enterprise 2.0 as a label stands for an ever growing assortment of methods that are supposed to boost the knowledge and/or idea exchange between inter-firm departments, more and more including suppliers along the value chain. Approaches of *Open Innovation* try to include customers' needs and creative ideas into design processes mostly based on online tools. *Design Thinking* or *Lead User* methods follow the same path using more offline and interactive settings. Methods of *agile project management* (e.g. SCRUM) originated in software development and spreading increasingly to other sectors, aim to include a new level of openness towards customers and users into their everyday project management. And the concepts of *Corporate Social Responsibility* deeply relies on more open dialogue with society and different stakeholders.

The proposed contribution will discuss the institutional and organizational foundations of said approaches, especially focusing on consequences for the work organization and for employees and their experiential and tacit knowledge. It will confront the claimed aims and potentials of different open methods with their empirical outcomes in certain industries and the there dominating tendency of organizational standardization. Based on qualitative case studies conducted in the automotive, manufacturing and IT industry, the contribution will trace dynamics and contradictions that occur between desiderated openness and its supposed potential on one hand while tackling organizational distrust on the other, trying to give an answer to the question: are Open Organizations possible?

Titelüberschrift

Überschrift1

Überschrift2

‣ Aufzählung

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¹ Fussnote