A printed conference report on this event will be available in April 2005

Connect and Develop: Managing Networks of Innovation

Presented by: The William and Phyllis Mack Center for Technological Innovation
Organized by: Prof. George Day, Co-Director, Mack Center; The Wharton School and Larry Huston, Vice President of Innovation, Procter and Gamble

About the Conference

A new business model of innovation is emerging, in life sciences, consumer products, manufacturing, industrial R&D, aerospace/transportation, information technology and other sectors. This is driven by the need for companies to leverage innovation assets of their firm in order to create rapid sales and profit growth, while keeping down the costs of innovation. This new approach has the potential to create significant results for those companies that are successful in adopting it.

This approach succeeds by enabling companies to leverage talent and ideas of others, to leverage innovation investments by other companies, and to enter into shared risk/reward agreements that the ability to create many more innovations while putting less funds at risk. These approaches are fairly recent and have been enabled by recent experience in outsourcing, global interconnectivity and strategic alliances.

A major aspect of the Connect and Develop approach is designing and utilizing global networks of innovation. This conference addresses the special problems and opportunities in designing and managing these Connect and Develop networks of innovation. Specific issues addressed include:

- What is the vision and strategy for Connect and Develop?
- How can the right partners in the network be identified and chosen?
- What skills are needed to manage these networks; to deal with differences in processes, goals, cultures, communication styles?
- When is it advantageous? When is it too risky? What are the limits to applying connect and develop approach?
- How can control be exercised? What modifications are needed to the standard gate NPD process?
Protecting intellectual property - who owns what?
This conference included both academic and industry insights into these intriguing and timely issues.

AGENDA – “Connect and Develop: Managing Networks of Innovation”

THURSDAY, MAY 13, 2004 - RECEPTION & DINNER - 8th Floor Huntsman Hall

6:00p WELCOME & INTRODUCTION
(George Day, Co-Director, Mack Center - Wharton)

8:30- 10:00 KEYNOTE ADDRESS: “OPEN INNOVATION”
(Henry Chesbrough, UC Berkeley)

FRIDAY, MAY 14, 2004 - CONFERENCE - 8th Floor Huntsman Hall

8:30- 10:15 NEW APPROACHES TO INNOVATION
"Connect & Develop: A New Business Model for R&D"
- Larry Huston (Procter and Gamble)
"Alternative Innovation Models"
- Karl Ulrich (Wharton)

10:15-10:45 BREAK

10:45-12:15 UNDERSTANDING OPEN NETWORKS
"Network Structures"
- Lori Rosenkopf (Wharton)
"Principles of Network Management"
- Nosh Contractor (University of Illinois)

12:15 - 1:00 LUNCH

1:00 - 2:30 IMPLEMENTING INNOVATION NETWORKS
"Learning from the Consumer Healthcare Arena"
- Joseph Veltri (GlaxoSmithKline)
"Open Innovation Networks"
- Darren Carroll (InnoCentive)

2:30 - 2:45 BREAK

2:45 - 3:45 EMERGING ISSUES - Discussion Panel
Panel Chairperson
- Mark Myers (Wharton)
Commercialization Networks
- Adam Fein (Pembroke Consulting)
Intellectual Property
- Darren Carroll
Globalization
- Larry Huston and Henry Chesbrough

3:45 ADJOURN

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