Solar System. A New Way to Model Online Communities for Open Innovation

Alberto Francesconi¹, Riccardo Bonazzi², and Claudia Dossena¹

¹Faculty of Economics, University of Pavia, Italy
{afrancesconi, claudia.dossena}@eco.unipv.it
²HEC, Information Systems Institute, University of Lausanne, Switzerland
riccardo.bonazzi@unil.ch.

Abstract. Online communities are becoming an important way to support innovation through an open approach. Knowledge shared in online communities can be explored and exploited through adequate absorptive capacities. The paper explores which factors allow an assessment of a firm’s absorptive capacity to exploit an online community as a source of innovation.

Keywords. Absorptive capacity, knowledge exploration and knowledge exploitation, open innovation.