**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 2: ACTIVITY 6**

## **Inbound innovation in the pharmaceutical sector – a case study**

Use your research to address the issues of KSF in open innovation.

Read Allan Ya-Huan Wu, Victoria Janine Little, Brian Low, (2016) "Inbound open innovation for pharmaceutical markets: a case study of an anti-diabetic drug in-licensing decision", Journal of Business & Industrial Marketing, Vol. 31 Issue: 2, pp.205-218. (This article will be available in your online student resources.)

Complete the table below.

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| Learning points |
| How can you apply this information? |
| How will you use it in your studies? |
| Revision notes |