**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 3: ACTIVITY 5**

Open innovation (OI) – two studies

**University of Cambridge – IfM How to implement open innovation**

This report details lessons from large multinational companies and provides a good insight into differing sectors and the problems and benefits of OI. Using examples ranging from the pharma sector to electronics, it shows the methodology for OI and lessons learnt – all of which provide a good background for students. Access it at [www.ifm.eng.cam.ac.uk/Resources/Reports/OI\_Report.pdf](http://www.ifm.eng.cam.ac.uk/Resources/Reports/OI_Report.pdf).

**Resources - Innovation in Hong Kong – A report looking at the Open Innovation Model**

Yan Xu, Chun Yu Calvin, (2013) "Strengths and weaknesses of Hong Kong's technology and innovation industry with reference to the extended open innovation model", Journal of Science and Technology Policy in China, Vol. 4 Issue: 3, pp.180-194. (This article will be available in your online student resources.)

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