



Program

Second Edition of the MASCİK Workshop

(Multidisciplinary Approaches for Sharing Open and Collaborative Innovation Knowledge)

Special Issue

“Sustainable Approaches for Assessing Open Innovation in a Complex World”

June 10 & 11 2021
ESSCA School of Management

Day 1 : June 10 2021

- **9:00-09:15:** Welcome of the participants
- **09:15- 09:30:** Introduction of the workshop by the Director of the Lyon campus and the Organizing Committee
- **09:30- 10:30:** Preliminary session

Book presentation : « *Innovation collaborative, la dynamique d'un nouvel écosystème prometteur* » de Boeck, 2020

By the author Jean-Pierre BOUCHEZ, PhD, Founder of PlaNet S@voir, Associate at the Fabrique du Futur and Research Director (HDR) at the Larequoi Laboratory.

Break

- **10:45- 12:15:** Session 1

« *Partner Search and Selection: A Game Theoretic Exploration of Interfirm Open Innovation Collaboration* », Ben Dogley, Senior lecturer, Paris-Saclay University, UVSQ, Larequoi, Ines Gabarret, Professor, Director of Research, Essca School of Management.

« *Sociabilisation, durabilité et investisseurs spécifiques : Les déterminants du choix de type de crowdfunding par l'entreprise* »,

Bastien Dufau, Teaching and Research Assistant, Bordeaux University, Loic Harriet, Assistant Professor, Essca School of Management

Lunch break

- **02:00 pm- 03:30 pm:** Session 2

« *La Customisation des Produits Handicap : Pratique Ethique et Durable ?* », Julien Jouny-Rivier, Assistant Professor, Essca School of Management

« *Innovation ouverte et politique publique : l'exemple des prix d'innovation de la Commission Européenne* », Isabelle Liotard, Senior Lecturer, CEPN, Economics Department, Sorbonne Paris Nord University,

Valérie Revest, University Professor, MAGELLAN, iaelyon School of Management, Jean Moulin University

Break

- **03:45 pm- 05:15 pm:** Session 3

« Sustaining the Development of New Science-based Firms: The Role of Entrepreneurial Ecosystems »,
Andrea Setti, Project Manager at Transfer Technology Center Centro Ricerche e Studi dei Laghi
Srl, Research Affiliate at University of Pavia
Stefano Valdemarin, Associate Professor, Essca School of Management.

« From Workbench to Incubation: the Case of an Open Innovation Approach in LED Production Upgrading in Southeast China »,
Sonia Chikh M'hamed, Associate Professor, ESSCA School of Management,
Wei ZHAO, Associate Professor, ESSCA School of Management.

End of Day 1

Day 2 : June 11 2021

- **9:20-09:30:** Welcome of the participants
- **09:30- 10:15:** Session 4

« *Innovation, Sustainability, and Economic Freedom : Friends, Foes or Strangers?* »,
Christoph Weber, Associate Professor, Essca School of Management,
Alice Falchi, Assistant Professor, Essca School of Management

« *The role of women in innovative start-ups: green and socially-responsible companies* »,
Alessandra Colombelli, Associate Professor, Politecnico di Torino,
Anna D'Ambrosio, Assistant Professor, Politecnico di Torino,
Chiara Ravetti, Research Fellow, Politecnico di Torino.

Break

- **10:45- 11:45: Round table on open and collaborative innovation practices**

Guest speakers:

- **Mrs. Elisabeth Delalande**, Auvergne-Rhône-Alpes Regional Delegate, INPI
- **Mrs Julie Devinant**, Deputy General Manager, FANVOICE
- **Mr Jean-Gabriel Grivé**, CEO ARSKAN
- **Mrs. Jennifer Leblond**, Leader - Lab Banque de France Incubator

Best Paper Award

Closing remarks and end of the MASCİK Workshop.

We would like to thank the partners of the event.

