

when I decided to share the information, well... it was at my own risk Identity strategies in open innovation environments

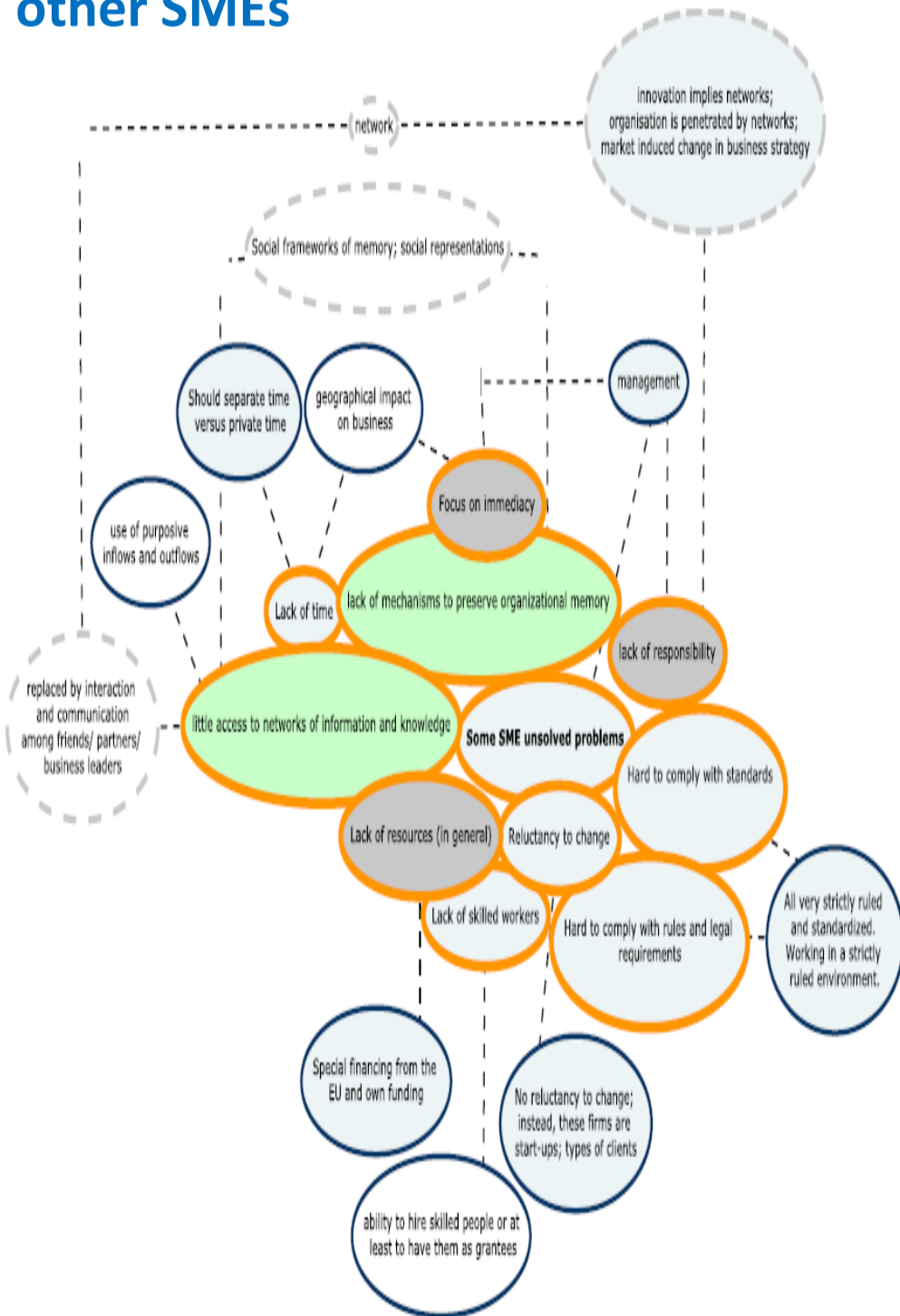
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This research is about open innovation in SMEs. The general objective of the study is to understand how identity strategies determine the adoption and success of interactions among innovation practitioners, enabling open innovation to succeed among small firms and becoming an essential part of their business and informational strategy.

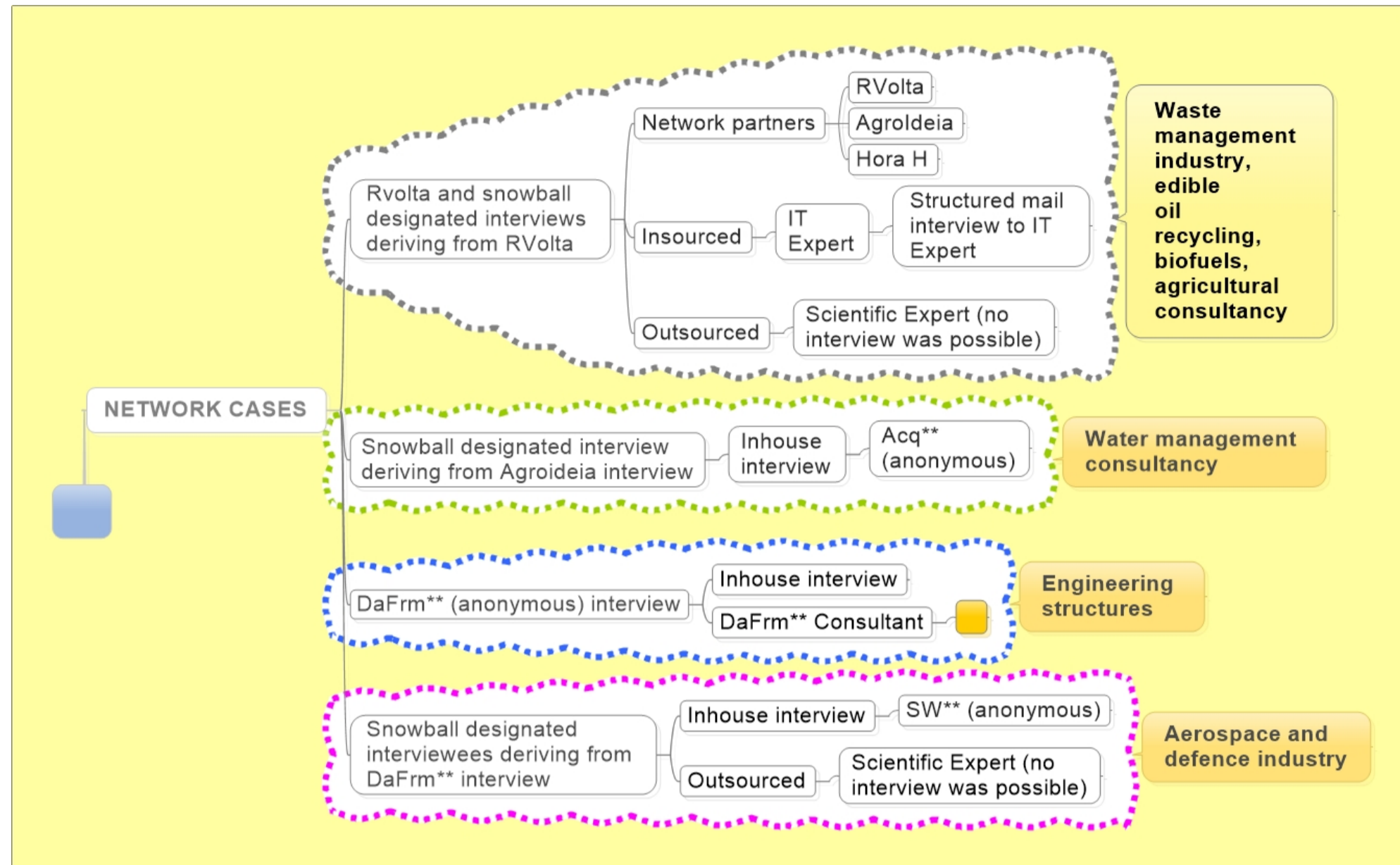
Context: Portuguese innovative SMEs characteristics and differences from other SMEs



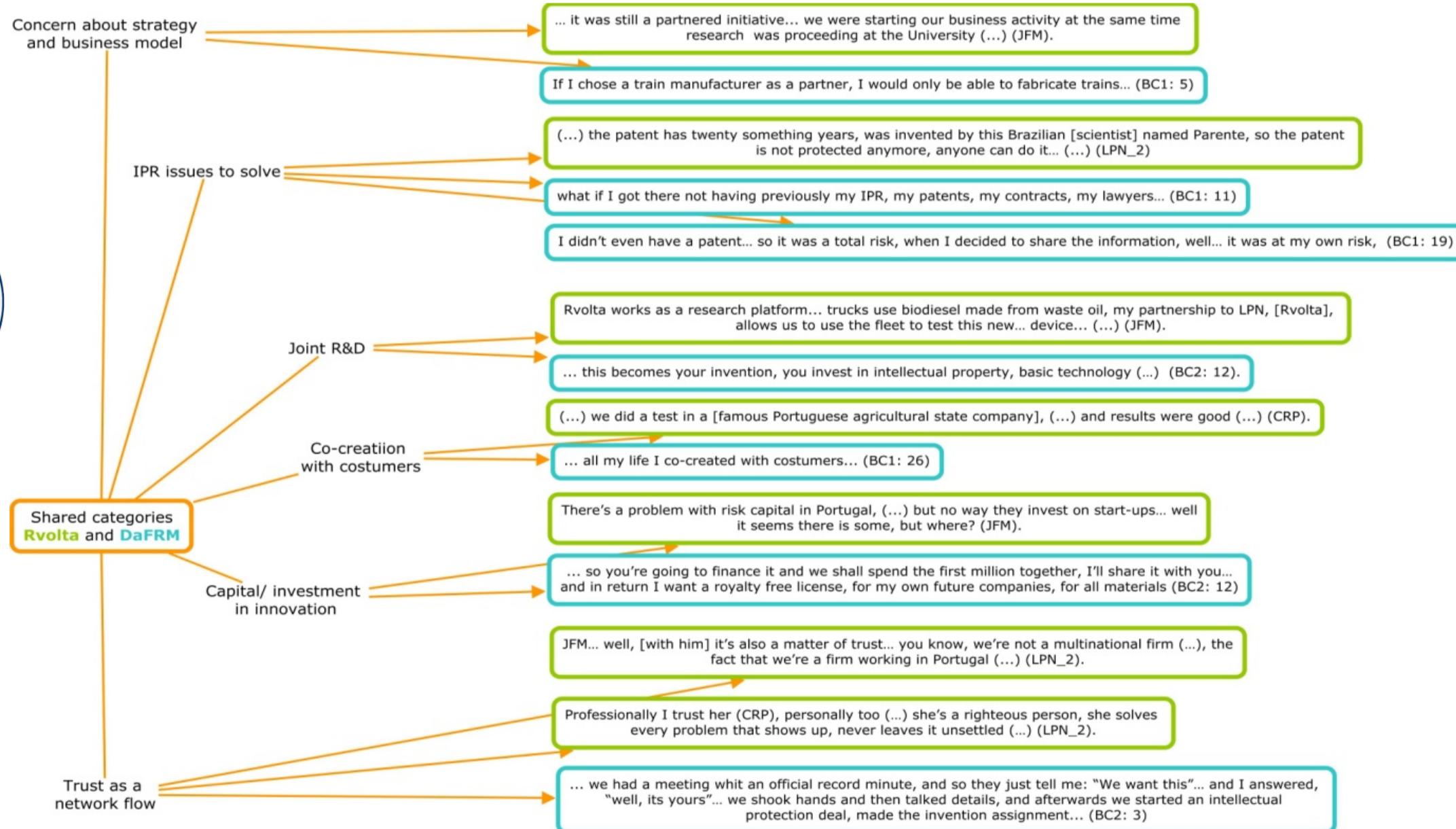
Preliminary conclusions

Preliminary conclusions point to a grand amplitude in facing openness; from one to another network, significant differences are noticed in several aspects such as trust, collaboration, testing, business models, information flows, and other relevant elements. Also from one case to the other, the network actors seem to be of a floating kind, reinforcing the need for trust.

Research agents: networked case studies



Analysis: categorical items hint identity strategies



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