

Partner Selection for Innovation Projects Related to New Product Concept Design

Authors : Odd Jarl Borch, Marina Z. Solesvik

Abstract : The paper analyses partner selection approaches related to large scale R&D-based innovation projects at the different stages of development. We emphasize innovation projects in the maritime value chain and how partners are selected to improve quality according to high spec customer demands, and to reduce investment costs on new production technology such as advanced offshore service vessels. We elaborate on the differences in innovation approach and especially the role that purposive inflows and outflows of knowledge from external partners may be used to accelerate internal innovation. We present three cases related to different projects in terms of specificity and scope. We explore how the partner selection criteria change over time when the goals move from wide scope to a very specific R&D tasks.

Keywords : partner selection, innovation, offshore industry, concept design

Conference Title : ICEBI 2014 : International Conference on Economics and Business Innovation

Conference Location : Osaka, Japan

Conference Dates : October 12-13, 2014