

Governing External Innovation: Lessons from Apple's iOS and Google's Android

Authors : Amir Mohagheghzadeh, Solaleh Salimi, Ramin Tafazzoli

Abstract : Ecosystem and networks plays significant roles in product innovation. External innovation within developing firms can bring a wide range of advantages for a firm in a competitive market. Using external innovation can be mentioned as one of the most significant concepts regarding the firm's transition phase into openness. Derivative concepts such as open or shared platform and app stores are the main result of this thinking within the firms. However, adopting this concept and leverage the defined advantages of external innovation should be aligned with other strategies and policies of a firm. Consequently, one of the key aspects that have been raised while using external innovation is how to govern external innovation within a developing firm. This paper describes the frameworks that two pioneer companies in mobile operating system development have used in order to control and govern external innovation through platform.

Keywords : external innovation, open innovation, governance, governance mechanisms, innovation, Apple, iOS, Google, Android

Conference Title : ICIMT 2014 : International Conference on Innovation, Management and Technology

Conference Location : Barcelona, Spain

Conference Dates : October 27-28, 2014