



Society of
Open Innovation
Technology, Market & Complexity



Open Innovation Academy of SOItmC 2018 Summer school

“Activating Open Innovation Business Model Design Compass”

*(There might be some changes in reality)

Date: Oct. 22(Monday) ~ 28(Sunday), 2018

Venue: Sorrento, Italy

“Hotel Elisabetta”, Via Pozzano 18, 80053 Castellammare Di Stabia, Italy. +39 0818026072; info@elisabettahotel.com



Lecturing professors from Open Innovation Academy of SOItmC

Prof. Dr. JinHyo Joseph Yun: Founder of SOItmC, EIC of JOItmC

Prof. Dr. Yuri Sadoi: Professor of MeiJo University, Japan

Prof. Dr. Valentina Della Corte: Professor of University of Naples Federico II,

Prof. Dr. Giovanni Schiuma: Professor of Basilicata, Italy

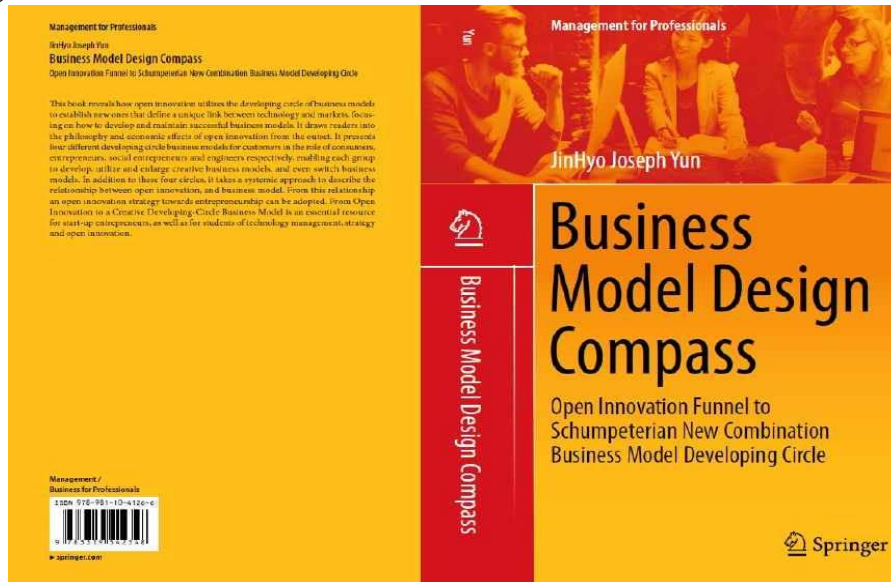
Prof. Dr. KyungBae Park: Sangji University, Korea

Assistant professors from Open Innovation Academy of SOItmC

Prof. Dr. Xiaofei Zhao: Professor of OI Academy of SOItmC, China

Prof. Dr. Giovanna Del Gaudio: Professor of OI Academy of SoItmC, Italy

Basic Textbook: Yun JinHyo Joseph (2017) *Business Model Design Compass: Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle*: London: Springer Press.



Hosting: SOItmC Open Innovation Academy

Supporting: DGIST

University of Naples Federico II

Hotel Elisabetta

Program:

Date	Time	Program	Lecturer
October 22 th	10:00- 12:00 am	Learning Open Innovation Business Model Design Compass	JinHyo Joseph Yun
	12:00-14:00 pm	Lunch	
	14:00-15:30 pm	Activating Open Innovation Business Model Design Compass	Giovanni Schiuma
	15:30-16:00 pm	Tea Time	

	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 1)	Giovanna Del Gaudio & KyungBae Park
October 23th	10:00- 12:00 am	Learning Customer Open Innovation Business Model Design Compass	JinHyo Joseph Yun
	12:00-14:00 pm	Lunch	
	14:00-15:30 pm	Activating Customer Open Innovation Business Model Design Compass	Valentina Della Corte
	15:30-16:00 pm	Tea Time	
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 2)	Giovanna Del Gaudio & KyungBae Park
October 24th	10:00- 12:00 am	Learning Engineer Open Innovation Business Model Design Compass	JinHyo Joseph Yun
	12:00-14:00 pm	Lunch	
	14:00-15:30 pm	Activating Engineer Open Innovation Business Model Design Compass	Yuri Sadoi
	15:30-16:00 pm	Tea Time	
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Electronic Bicycle BM field research 3)	Giovanna Del Gaudio & KyungBae Park
October 25th	10:00- 12:00 am	Learning User Open	JinHyo Joseph

		Innovation Business Model Design Compass	Yun
	12:00-14:00 pm	Lunch	
	14:00-15:30 pm	Activating User Open Innovation Business Model Design Compass	Crowd Lecture
	15:30-16:00 pm	Tea Time	
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 1)	Valentina Della Corte & Xiaofei Zhao
October 26th	10:00- 12:00 am	Learning Social Open Innovation Business Model Design Compass	JinHyo Joseph Yun
	12:00-14:00 pm	Lunch	
	14:00-15:30 pm	Activating Social Open Innovation Business Model Design Compass	Crowd Lecture
	15:30-16:00 pm	Tea Time	
	16:00-17:30 pm	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 2)	Valentina Della Corte & Xiaofei Zhao
October 27th	9:00-12:00 am	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 3)	Valentina Della Corte & Xiaofei Zhao
	12:00-17:00 pm	Open Innovation Business Model Design Compass Case	Valentina Della Corte

		study (Italy Restaurants BM field research 4)	& Xiaofei Zhao
October 28th	9:00-12:00 am	Open Innovation Business Model Design Compass Case study (Italy Restaurants BM field research 5)	Valentina Della Corte & Xiaofei Zhao
	12:00-17:00 pm		

● **Fee; 3,000\$ including as follows**

- Seminar registration
- Hotel or dormitory (check in October 21th- check out October 28th)
- Lunch box during seminar
- 2 times field research joining
 - (22th –24th Electronic Bicycle OI BM Research project)
 - (25th – 28th Italy Restaurants OI BM Research project)
- Alumni (OI academy of SOItmC Alumni providing)
- Advantage at joining at SOItmC 2019.

● **Registration inviting maximum limits; 20**

- Entrepreneurs who want new business model
- Researchers who want to know open innovation with BM.
- Professors who want to teach BM developing from OI
- Students in Ph. D., or Mater who have experiences of Venture

Companies, and are preparing New Venture firm.

- Registration applying: **Send email with your joining reasons within 400 words.**

- openinnovationtmc@dgist.ac.kr

- qiaoke@dgist.ac.kr

- jhyun@dgist.ac.kr