# Summary

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| Paper Title | An exploratory study of the determinants for a successful implementation of open innovation in large multinational enterprises |
| Paper Author | BASF |
| Tags | Qualitative Data, BASF, Benchmark, |
| Summary Conductor | Marius Gutzeit |

# Key Takeaways

1. Asymmetric OI collaboration Maturity Model (AOICMM)
   1. Conditions for OI Collaborations
   2. Asymmetric OI Collaboration Capacity
   3. Instruments for Asymmetric OI Collaborations
2. Challenges@BASF
   1. Different speed at small companies
   2. Strict internal process
   3. Lack of trust (With partners and internally)
   4. Attitude of **arrogance** in communication (of BASF employees)
   5. **Not-invented-here Syndrome** (Competition with internal R&D)
   6. **Lack of Business Units time to engage in collaborations**
   7. Lack of willingness of implementation for found solution
   8. Lack of early support of early technologies
   9. No clear communication of tasks (With partners and internally)
   10. Unilateral share of information (BASF keeps knowledge)
3. Recommendations
   1. Easy way to submit projects (SPOC for externals)
   2. Access to the right people
   3. Challenge sharing
   4. More New BizDev FTEs

# Paper Overview

* Master thesis doing qualitative interviews and translating into quantitative scheme of proposed asymmetric OI model with tree dimensions