

IC² Institute Blog

Voices from the IC² Institute

The **IC² Institute** is an interdisciplinary research unit of The University of Texas at Austin which works to advance the theory and practice of entrepreneurial wealth creation.

Open Innovation Conference, Nov. 8-9, 2012

By **IC² Institute Staff**

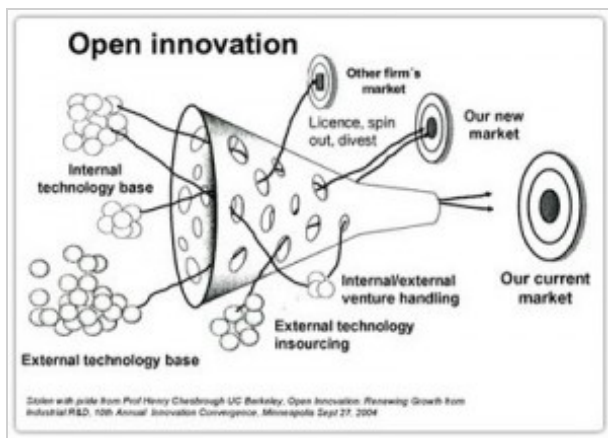
The IC² Institute is sponsoring the **First Annual Open Innovation Conference**, to be held at the Hilton Austin from November 8-9th, 2012. The conference will focus on "the Journey from Ideation to Innovation" and will consist of presentations by practioners and researchers in the field discussing best practices, experience and emerging concepts.

Date: Thursday, Nov. 8 – Friday, Nov. 9, 2012

Location: Hilton Austin, 500 E. Fourth Street, Austin, TX 78701

Register to attend

The concept of open innovation has been an emerging trend in business and research in recent years. The work of Henry Chesbrough and others in the academic community galvanized the concept that innovation is a fluid rather than formulaic process. As a result of popular writing, the topic of open innovation has seen a marked increase in research on the application of this popular theory.



Despite the extensive literature on the topic along with market interest on the parts of the academic and business community, the idea of open innovation is still under development in a practical sense. The IC² Institute has organized a conference of practioners and academicians exploring both the reality of open innovation initiatives

IC² Programs

- IC² Institute**
- Austin Technology Incubator**
- Bureau of Business Research**
- Global Commercialization Group**

Site search

Archives

- October 2012**
- September 2012**
- August 2012**
- June 2012**
- March 2012**
- January 2012**
- December 2011**
- November 2011**
- September 2011**
- August 2011**
- April 2011**
- January 2011**
- December 2010**
- May 2010**
- November 2009**
- October 2009**
- September 2009**
- July 2009**
- June 2009**



in practice along with emerging academic models of innovation which could prove to be the next engine for innovation practice.

One of the areas of innovation often ignored in conferences and research include the journey of a basic idea: whether business model, technology or general notion, from the mind of an innovator into reality. Inventors, technology development managers, entrepreneurs and business owners of all types will benefit from the open exchange of ideas related to the transformation of ideas into reality through the careful application of open innovation concepts. Networking opportunities will be present throughout the conference for participants to mix with practitioners, researchers and new collaborators in this emerging field.

Keynote speaker: Dr. Art Markman

Dr. Markman is the Annabel Irion Centennial Professor of Psychology and Marketing at The University of Texas at Austin. He is the Founding Director of the University's **Program in the Human Dimensions of Organizations (HDO)**. He received his Ph.D. in 1992



from the University of Illinois and worked

at Northwestern University and Columbia University before coming to The University of Texas at Austin in 1998. He has written over 125 scholarly works on topics in higher-level thinking including analogical reasoning, decision making, and motivation. Dr. Markman has extensive experience in executive education and consulting. Dr. Markman and his new book, *Smart Thinking*, were featured on Dr. Phil in January. Most recently, he taped an episode of Game Changers for the Longhorn Network, which aired in late April.

Register now

Posted: September 17th, 2012

[« Previous post](#) [Next post »](#)

Opinions expressed are those of the authors and do not necessarily represent the IC² Institute or The University of Texas at Austin.

© 2008-2012 IC² Institute, The University of Texas at Austin - [Entries \(RSS\)](#) - [Comments \(RSS\)](#) - [Log in](#)
[Web Privacy Policy](#) - [Web Accessibility Policy](#)