

Jury Member Report – Doctor of Philosophy thesis.

Name of Candidate: Anja Tekic

PhD Program: Engineering Systems

Title of Thesis: Contextualized intellectual property management in co-creation: a configuration approach to strategy development

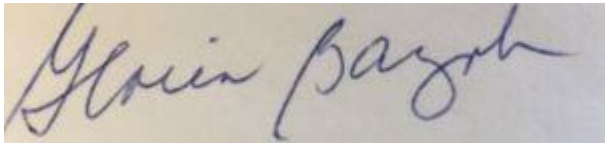
Supervisor: Prof. Kelvin Willoughby

Chair of PhD defense Jury: Prof. Clement Fortin

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Date of Thesis Defense: 24 September 2019

Name of the Reviewer: Gloria Barczak

<p>I confirm the absence of any conflict of interest</p> <p>(Alternatively, Reviewer can formulate a possible conflict)</p>	<p>Signature:</p>  <p>Date: 15-08-2019</p>
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The purpose of this report is to obtain an independent review from the members of PhD defense Jury before the thesis defense. The members of PhD defense Jury are asked to submit signed copy of the report at least 30 days prior the thesis defense. The Reviewers are asked to bring a copy of the completed report to the thesis defense and to discuss the contents of each report with each other before the thesis defense.

If the reviewers have any queries about the thesis which they wish to raise in advance, please contact the Chair of the Jury.

Reviewer's Report

Reviewers report should contain the following items:

- Brief evaluation of the thesis quality and overall structure of the dissertation.
- The relevance of the topic of dissertation work to its actual content
- The relevance of the methods used in the dissertation
- The scientific significance of the results obtained and their compliance with the international level and current state of the art
- The relevance of the obtained results to applications (if applicable)
- The quality of publications

The summary of issues to be addressed before/during the thesis defense

- **Brief evaluation of the thesis quality and overall structure of the dissertation.**

The thesis is well-written and easy to follow. The work done is of good quality. The overall structure of the dissertation is logical and each part of the study builds upon the previous part leading to the overall objective to identify best practices for configuring IP management strategies across a variety of co-creation contexts.

- **The relevance of the topic of dissertation work to its actual content**

The topics addressed in the dissertation, primarily co-creation and IP management strategies, are relevant and important in the area of innovation management.

Research on the combination of these topics is quite thin; thus, the thesis addresses interesting gaps in the literature and advances our understanding and knowledge.

- **The relevance of the methods used in the dissertation**

Given the confusion about the meaning of co-creation and its difference from open innovation, the search and review of the literature was the appropriate method to try to bring clarity to these constructs. Similarly, the dearth of research on IP management with regard to co-creation also required an in-depth literature search and review.

For the preliminary study, the use of actual co-creation projects was necessary and appropriate as was the focus on one industry. However, it is not clear exactly how an "internet search for co-creation projects, identifiable from within automotive companies' corporate websites, corporate single project and multi-project platforms, and within intermediary open innovation platforms" yielded 168 cases. This description is quite vague. In addition, in Section 3.1.4.2 Case Clustering, although I can guess as to how the clustering was done, a brief explanation of the approach used should be provided.

For the main empirical study, given the objectives of the research, the use of fsQCA is appropriate. The author provides much detail about this method which is necessary and useful for the reader.

- **The scientific significance of the results obtained and their compliance with the international level and current state of the art**

As noted previously, the thesis addresses several relevant and important gaps in the literature including: a clear definition of co-creation, the identification of various co-creation contexts, the identification of various IP strategies and configurations of strategies actually used by companies in their co-creation projects, and the linking of configurations of IP management strategies for different co-creation contexts that lead to high/low performance.

The findings with regard to each of these gaps advance our knowledge of co-creation and IP management strategies beyond what is currently known, provide propositions

for quantitative empirical testing, and offer areas for future research on this combination of topics. Overall, this thesis provides some fundamental knowledge regarding co-creation and IP management that has been missing from the literature.

- **The quality of publications**

The thesis author has 2 publications in the journal Innovation: Organization and Management which is the new, re-titled name (since January 2017) of the journal Innovation: Management, Policy & Practice. The journal has a 2018 Impact Factor of 1.4 and a prestigious list of academics on the Editorial Board. The first article in this journal, "Co-creation – child, sibling or adopted cousin of open innovation?" is essentially the Initial literature review from the thesis which compares the literature on co-creation to that on open innovation and develops a definition of co-creation. The second article (forthcoming) "Configuring intellectual property management strategies in co-creation: A contextual perspective" is essentially the preliminary study from the thesis.

Although the journal, IOM, is not well-known, the list of Editors, Associate Editors, and Editorial Board members suggests that the journal is interested in publishing quality research in the field of innovation. According to the website, the acceptance rate for the journal is about 12% indicating a rigorous review process. It is commendable that Anja has been able to get 2 article publications in IOM from her dissertation prior to its completion. It is also noteworthy that her review of the literature on co-creation vs open innovation was published; this indicates that the conceptual messiness she describes is a challenge for the field and the editors clearly saw the value of her attempt to clarify these constructs.

The summary of issues to be addressed before/during the thesis defense

The only issues I have are related to the lack of some details regarding particular methods as I indicated above. Specifically, details regarding exactly how the 168 cases in the automotive industry were identified and the approach used to cluster the cases in the preliminary study.

Provisional Recommendation

XX *I recommend that the candidate should defend the thesis by means of a formal thesis defense*

I recommend that the candidate should defend the thesis by means of a formal thesis defense only after appropriate changes would be introduced in candidate's thesis according to the recommendations of the present report

The thesis is not acceptable and I recommend that the candidate be exempt from the formal thesis defense