



UNIVERSITÀ DEGLI STUDI DI MILANO

SELEZIONE PUBBLICA, PER TITOLI ED ESAMI, A N. 1 POSTO DI TECNOLOGO DI PRIMO LIVELLO, CON RAPPORTO DI LAVORO SUBORDINATO A TEMPO DETERMINATO DELLA DURATA DI 18 MESI PRESSO L'UNIVERSITÀ DEGLI STUDI DI MILANO - DIREZIONE INNOVAZIONE E VALORIZZAZIONE DELLE CONOSCENZE PER L'ATTUAZIONE DEL PROGRAMMA DI RICERCA E INNOVAZIONE DAL TITOLO "MUSA - MULTILAYERED URBAN SUSTAINABILITY ACTION"; (CUP G43C22001370007) NELL'AMBITO DEL PIANO NAZIONALE DI RIPRESA E RESILIENZA (PNRR) - CODICE 22387

La Commissione giudicatrice della selezione, nominata con Determina Direttoriale n. 437 del 18/01/2024 e modificata con determina Direttoriale n. 659/2024 protocollato in data 26 gennaio 2024:

Prof. Paolo Ciana	Presidente
Prof.ssa Anna Prenestini	Componente
Avv.to Pierfrancesco Gallo	Componente
Sig.ra Angelica Pafundi	Segretaria

comunica i quesiti relativi alla prova orale:

GRUPPO DI QUESITI N. 1

Il candidato / la candidata illustri l'oggetto e il funzionamento degli accordi di co-sviluppo in ambito universitario, anche alla luce del Regolamento dell'Università degli Studi di Milano per la disciplina delle attività per conto terzi

Brano in inglese:

Open innovation has become a new paradigm for organizing innovation. It was originally introduced by Chesbrough in his 2003 book *Open Innovation: The New Imperative for Creating and Profiting from Technology*.⁷ Open innovation assumes that firms can and should use external ideas as well as internal ideas, and internal as well as external paths to market, as they look to advance their innovations. Open innovation processes combine internal and external ideas together into platforms, architectures, and systems. Open innovation processes use business models to define the requirements for these architectures and systems. These business models access both external and internal ideas to create value while defining internal mechanisms to claim some portion of that value.

Open innovation has been defined in 2014 by Chesbrough and Bogers as "a distributed innovation process based on purposively managed knowledge flows across organizational boundaries."⁸ It provides insights into how firms can harness inflows and outflows of knowledge to improve their innovation success.⁹ It has become a popular (and well-cited) area of innovation research.¹⁰ Current research on open innovation is extending into a wide set of areas and domains, such as small and medium-sized enterprises (SMEs), new units of analysis, different high- and low-tech industries, and not-for-profit organizations and public policy.¹¹ Moreover, increasing attention has been paid to the contingencies of open innovation processes.¹²

GRUPPO DI QUESITI N. 2

Il/La candidato/a indichi le modalità e gli strumenti utili ad effettuare un'analisi di mercato e definire un piano di sviluppo market oriented.

Brano in inglese:

There are two important kinds of open innovation: outside-in and inside-out—also referred to as inbound and outbound open innovation, respectively.¹³ The outside-in part of open innovation involves opening up a company's innovation processes to many kinds of external inputs and contributions. It is this aspect of open innovation that has received the greatest attention, both in academic research and in industry



practice.¹⁴ Inside-out open innovation requires organizations to allow unused and underutilized ideas to go outside the organization for others to use in their businesses and business models. In contrast to the outside-in branch, this portion of the model is less explored and hence less well understood, both in academic research and also in industry practice.

Because innovation is an inherently complex and dynamic social process, there is tremendous value in connecting theory and practice. Indeed, effective policy requires policymakers to have a comprehensive understanding of what might work in theory and what is working in practice. In 2014, the Garwood Center for Corporate Innovation at UC Berkeley's Haas School of Business launched a new conference with the explicit intention of bringing academic innovation scholars and industry innovation practitioners together. The inaugural WOIC was held in Napa Valley, featuring scholars such as David Teece and Ikujiro Nonaka, and featuring innovation managers from organizations such as NASA and Intel.

GRUPPO DI QUESITI N. 3

Il/La candidato/a descriva le caratteristiche fondanti l'open innovation, gli attori coinvolti, i possibili strumenti da utilizzare.

Brano in inglese:

The second edition of the conference was held in the heart of Silicon Valley, and we had 164 attendees, with half of them coming from academia and half from industry. We were fortunate to have the active participation of the senior editorial staff of CMR at the conference, and the articles in this special section have all been reviewed according to CMR's editorial standards. CMR's editorial focus strongly complements the intentions of the WOIC conference.

The rise of open innovation, as a concept and also as a research field and community, is due to a number of factors. A fundamental notion is that knowledge for innovation is widely distributed in the economy,¹⁵ or in more popular terms, "most smart people work for someone else."¹⁶ Some key "erosion factors"¹⁷ that have amplified the importance of open innovation include the increased mobility of workers, more capable universities, declining U.S. hegemony, growing access of startup firms to venture capital (VC), and the rise of the Internet, social media, and the supporting information and communication technologies (ICTs).¹⁸ Below, we follow up on this background by describing some of the key challenges and opportunities of innovation policy.¹⁹

Milano, 29 gennaio 2024

La Commissione

Prof. Paolo Ciana Presidente

Prof.ssa Anna Prenestini Componente

Avv.to Pierfrancesco Gallo Componente

Sig.ra Angelica Pafundi Segretaria