

CONTENTS

<i>About the Editors</i>	v
<i>List of Contributors</i>	vii
Chapter 12 The Feasibility of Open Service Innovation <i>Tor Helge Aas and Per Egil Pedersen</i>	287
Chapter 13 Financial Services and Open Innovation <i>Patrick Schueffel and Iustin Vadana</i>	315
Chapter 14 How to Motivate and Reward Customers in an Online Co-Creation Process? <i>Maria Antikainen and Marketta Niemelä</i>	347
Chapter 15 Customer Involvement in Innovation in Service Sector <i>Jaakko Paasi</i>	373
Chapter 16 Can Crowdsourcing Platforms Be Used in B2B Innovation? <i>Hannu Kärkkäinen, Jari Jussila, Jani Multasuo and Nina Helander</i>	393

Chapter 17	Crowdsourcing for Value Creation in Lean Start-Ups	423
	<i>Pia Erkinheimo, Hannu Kärkkäinen and Jari Jussila</i>	
Chapter 18	Open Innovation in University–Industry Collaboration: Communities of Practice	443
	<i>Päivi Iskanius</i>	
Chapter 19	Characteristics of Open Innovation Cultures in Different Regional Contexts	475
	<i>Peter Prud’homme van Reine</i>	
Chapter 20	Ambidextrous Organisational and Individual Competencies in OI: The Dawn of a New Research Agenda	517
	<i>Joachim Hafkesbrink and Markus Schroll</i>	
Chapter 21	Understanding Open Service Innovation and the Role of Intermediaries	571
	<i>Wil Janssen, Timber Haaker and Harry Bouwman</i>	
Chapter 22	Intra-Organisational Knowledge Flows: A Coopetition Perspective on Post-Acquisition and -Merger Activities	601
	<i>Audrey Depeige and Stavros Sindakis</i>	
Chapter 23	Management of Diversity in Open Innovation Processes	631
	<i>Teemu Santonen</i>	
	<i>Index</i>	I-1