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The Human Side of Open Innovation Adoption in SMEs: A Configurational Approach

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Abstract

SMEs' willingness to adopt Open Innovation largely depends on managerial cognitive configurations. The present study inquires a scarcely explored aspect of Open Innovation, namely the human side of Open Innovation. As a result, we study the cognitive configurations leading toward willingness or unwillingness of OI adoption, specifically focusing on the cognitive side of the decision-makers. In doing so, we explore the role of Rational and Intuitive cognition, together with the NIH and NHS syndromes. Also, we study the effect of perceived barriers and perceived benefits that are able to affect the decisional outcome of managers in deciding to adopt, or not, Open Innovation. The present is grounded in a survey among 442 qualified and experienced managers working in SMEs. Results of a fsQCA analysis outlines different decisional profiles associated with willingness and unwillingness to adopt OI.