

## PREFACE

The 11<sup>th</sup> Working Conference of IFIP WG 8.6, Open-IT Based Innovation: Moving Towards Cooperative IT Transfer and Knowledge Diffusion, organized in Madrid in October 22–24, 2008, follows the series started in Oslo in 1995 and continues in the footprints of the past year's conference in Manchester.

This year, although the Madrid Conference addresses the usual topics covered in previous WG8.6 conferences, the emphasis is on the issue of *open innovation* and its relationships with technology transfer and diffusion in the field of information technology. This issue is deeply modifying the way that knowledge is generated, shared, transferred, diffused, and used across the world as a side effect of globalization. It affects the organizational structure, partnerships, roles assumed by stakeholders, and technology transfer and diffusion models and instruments. Industry, academia, and governments are simultaneously concerned. Although the concept applies to all industrial sectors, IT companies were early innovators.

The analysis of the contents of this book allows the identification of some trends in technology transfer and diffusion issues as a part of the innovation process. The same problem is addressed in very different ways and extrapolation is not straightforward. Even innovation terminology is not clearly shared by different subcultures in the field. This book includes the 30 papers selected by the Program Committee, some invited papers, and short descriptions of two panels. The international character of the Conference is easily perceived by browsing through the affiliations of the authors and the very different perspectives used to deal with the Conference issues. Authors coming from 14 different countries joined at the Conference by providing a nice environment to facilitate mutual learning.

The content of the papers ranges from theoretical aspects to case studies in different countries and sectors showing a rich diversity in scenarios and experiences. The papers in this volume follow the structure of the sessions of the Conference.

Two panels have been organized: “Corporate Experiences in Open Innovation” and “Open Innovation in Mobile and Convergent Communications.” The first panel focuses on the way that open innovation schemes are modifying the internal structure and partnership of large IT corporations, in many cases influencing their strategic positioning. The second panel focuses on one of the hot topics in the telecom field: mobile and convergent communications and the diffusion of new services. Here, the goal is to debate the consequences on the transfer and diffusion of mobile telecom services with the participation of operators and equipment providers.

As General Chair of the Conference, I would like to thank the members of the Program Committee for their very valuable effort in evaluating the received papers.

Thirty-three experts have committed their efforts to ensure a high quality level of the Conference. Furthermore, the continuous advice received from Tom McMaster, Linda Levine, and other IFIP officers has been very useful to facilitate the success of the Conference. Our acknowledgments should be also conveyed to the authors, panelists, and panel and sessions chairpersons; their effort is collected in the book.

Nothing would have been possible without the cooperation of the Universidad Politécnica de Madrid and, especially, the School of Telecommunication Engineering and the Center for Technology Diffusion taking the responsibility for the local organization. To be more explicit: Profs. Jose Ramón Casar, Ana M. Bernardos, Roberto Prieto, Juan Meneses, Javier Portillo, and Fernando Calle, as members of the organizing committee, have been crucial in the organization process. July Muñoz, as a secretary, and a group of students acting as volunteers have also contributed to the Conference.

Finally, it is my honor to mention the entities supporting the Conference: First of all, the Spanish Ministry of Science and Innovation (formerly the Ministry of Education and Science), IBM Spain, Ericsson Spain, Telefónica I+D, and the Mayor's Office of the "Ayuntamiento de Madrid" (City Hall).

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