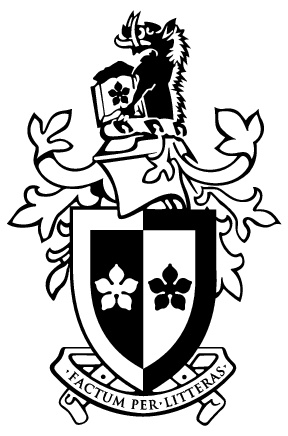
How Social Networks Shape Absorptive Capacity in Open Innovation: Food Industry Case Studies

Swinburne University of Technology



Andrew Terhorst

17/07/2015

**Chapter**

# Abstract

Abstract goes here

**Chapter**

# Dedication

To mum and dad

**Chapter**

# Declaration

I declare that..

**Chapter**

# Acknowledgements

I want to thank...

Contents

**Chapter 1**

# Introduction

## 1.1 Scope of research study

## 1.2 Research motivation

## 1.3 Research objectives

## 1.4 Organisation of this document

**Chapter 2**

# Literature Review

## 2.1 What is innovation?

## 2.2 Why is innovation important?

## 2.3 Business perspectives of innovation

### 2.3.1 Resource-based view

### 2.3.2 Knowledge-based view

### 2.3.3 Relation-based view

### 2.3.4 Dynamic capabilities

## 2.4 The open innovation paradigm

## 2.5 Knowledge transfer

### 2.5.1 Absorptive capacity

### 2.5.2 Sticky knowledge

### 2.5.3 Network perspective

## 2.6 Research gaps

## 2.7 Research questions

**Chapter 3**

# Methodology

## 3.1 Research philosophy

## 3.2 Research design

### 3.2.1 Multiple case study approach

### 3.2.2 Mixed method social network analysis

### 3.2.3 Multitheoretical multilevel analytic framework

## 3.3 Case Studies

## 3.4 Quantitative methods

### 3.4.1 Quantitative data collection

#### Survey participants

#### On-line survey

### 3.4.2 Quantitative data analysis

#### Centrality measures

#### Exponential random graph modelling

## 3.5 Qualitative methods

### 3.5.1 Qualitative data collection

#### Interview participants

#### Semi-structured interviews

### 3.5.2 Qualitative data analysis

#### Transcription of recorded interviews

#### Coding of interview transcripts

#### Analysis of codes

## 3.6 Integrating the quantitative and qualitative phases

### 3.6.1 Association rule learning

## 3.7 Cross-case analysis

**Chapter 4**

# Results

## 4.1 Case study 1

## 4.2 Case study 2

## 4.3 Case study 3

## 4.4 Results of cross-case analysis

**Chapter 5**

# Discussion

## 5.1 Social mechanisms of absorptive capacity

## 5.2 Antecedents of knowledge sharing and knowledge creation

### 5.2.1 Individual factors

### 5.2.2 Relational factors

### 5.2.3 Organisational factors

## 5.3 Stickiness of knowledge

## 5.4 Multilevel assessment of absorptive capacity

**Chapter 6**

# Conclusion

## 6.1 Study findings

## 6.2 Limitations of this study

## 6.3 Implications for management of open innovation

## 6.4 Future research

Bibliography

**Appendix A**

# Qualitative analysis code book

**Appendix B**

# Formulae for computing centrality measures

## B.1 Freeman’s measure of degree centrality

## B.2 Bonacich’s measure of eigenvector centrality

## B.3 Burt’s measure of constraint

## B.4 Katz’s measure of subgraph centrality

**Appendix C**

# R code used in this study

## C.1 Code for computing centrality measures

## C.2 Code for generating network visualisations

## C.3 Code for exponential random graph models

**Appendix D**

# On-line survey items