

Combining firms' and public organizations' resource interfaces during innovation

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Cite as:

Clarke Ann, Evald Majbritt, Mainela Tuija, Ulkuniemi Pauliina (2023), Combining firms' and public organizations' resource interfaces during innovation. *Proceedings of the European Marketing Academy*, 52nd, (114295)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

This paper investigates how public organizations and private firms connect organizational resource interfaces during the collaboration for innovation. Two in-depth case studies illustrate how resources are combined over time, crossing public and firm boundaries. The findings show that organizational interfaces change over time depending on the types of activities and resources of the parties' blend. Interactive interfaces dominate during open-ended activities, and arm-length prevail in activities that require directions from the public actor and are influenced by regulations. Interfaces of close interaction requiring continuous compromises trigger innovation as the procurers understand new roles, relations, and competencies. For suppliers, direct and thorough insight into the user context and its technical application is provided.

Subject Areas: *Business-to-Business Marketing, Inter-organizational Collaboration, New Product Development and Launch*

Track: Business-To-Business Marketing & Supply Chain Management