



# Journal of Open Innovation: Technology, Market, and Complexity

an Open Access Journal by MDPI

## Open Innovation in Startups: Competitive Strategies for Differentiation

Guest Editors:

**Prof. Dr. Carlos de las Heras-  
Pedrosa**

Department of Audiovisual  
Communication and Advertising,  
Faculty of Communication  
Sciences, Universidad de Málaga,  
29071 Málaga, Spain

**Dr. Patricia P. Iglesias-  
Sánchez**

Department of Business  
Administration, Universidad de  
Málaga, 29071 Málaga, Spain

**Dr. Carmen Jambrino-  
Maldonado**

Department of Business  
Administration, Universidad de  
Málaga, 29071 Málaga, Spain

Deadline for manuscript  
submissions:

**closed (12 December 2022)**

### Message from the Guest Editors

Dear Colleagues,

The adoption of the open innovation paradigm implies opening the company to external sources as a key to competitiveness. Maintaining active communication channels with different stakeholders—customers, other companies, universities, research institutes, etc.—offers particularly significant benefits for any type of company.

This Special Issue will focus on the management of their relationships with different stakeholders, and the contribution and effects this has on their differentiation strategies from different points of view: the definition of the business model, level of innovation, communication, reputation, etc.

Dr. Carlos de las Heras-Pedrosa

Dr. Patricia P. Iglesias-Sánchez

Dr. Carmen Jambrino-Maldonado

*Guest Editors*



[mdpi.com/si/84772](https://mdpi.com/si/84772)

# Special Issue