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Open Innovation in Startups: Competitive Strategies for Differentiation

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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.

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Special Issue