



Open Innovation Academy of SOItmC 2020 International Winter School

Date: January 3rd(Fri.)~6th(Mon.), 2020

Venue: Chinese Culture University

Lecturers:



Prof. Dr. **JinHyo Joseph Yun**
 SOItmC Founder & Organizing President;
 Open Innovation Academy of SOItmC
 Principal Professor; Editor-in-Chief of
 JOItmC; Tenured Principal Researcher at
 DGIST ICT Research Institute, Division of
 Electronics & Information System



Prof. Dr. **Min-Ren Yan**
 Vice President of SOItmC and Professor at Open
 Innovation Academy of SOItmC; Executive President,
 iiLABs, Global Entrepreneurship and Innovation
 Academy, USA; Director, Institute for Innovation
 Economy and MBA Program in Practicing, College of
 Business, Chinese Culture University;

Assistant Lecturer:

Prof. Dr. **XiaoFei Zhao**
 SOItmC Managing Director; Open Innovation
 Academy of SOItmC Professor; Associate Editor
 of JOItmC; Senior Researcher at DGIST ICT
 Research Institute, Division of Electronics &
 Information System

1. Program

Date	Time	Title	Lecturer
Jan. 03, 2020(Fri.)	09:00~09:30	Registration	
	09:30~11:30	▶ Introduction of Open Innovation and Business Model & Customer Open Innovation Business Model	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea)
	13:30~15:30	▶ Introduction of System Dynamics & System Dynamics Lecture on Customer Open Innovation Business Model	• Lecturer: Prof. Min-Ren Yan (Chinese Culture University)
	16:00~18:00	▶ Customer Open Innovation Business Model Developing Practice & Experiment	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea) • Experiment Director: Xiaofei Zhao (DGIST, Korea)
	18:00~20:00	Welcome Reception	
Jan. 04, 2020(Sat.)	09:30~11:30	▶ User Open Innovation Business Model	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea)
	13:30~15:30	▶ System Dynamics Lecture on User Open Innovation Business Model	• Lecturer: Prof. Min-Ren Yan (Chinese Culture University)
	16:00~18:00	▶ User Open Innovation Business Model Developing Practice & Experiment	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea) • Experiment Director: Xiaofei Zhao (DGIST, Korea)
Jan. 05, 2020(Sun.)	09:00~10:30	▶ Engineer Open Innovation Business Model	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea)
	13:30~15:30	▶ System Dynamics Lecture on Engineer Open Innovation Business Model	• Lecturer: Prof. Min-Ren Yan (Chinese Culture University)
	16:00~18:00	▶ Engineer Open Innovation Business Model Developing Practice & Experiment	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea) • Experiment Director: Xiaofei Zhao (DGIST, Korea)
06-Jan-2020(Mon.)	09:00~10:30	▶ Social Open Innovation Business Model	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea)
	13:30~15:30	▶ System Dynamics Lecture on Social Open Innovation Business Model	• Lecturer: Prof. Min-Ren Yan (Chinese Culture University)
	16:00~18:00	▶ Social Open Innovation Business Model Developing Practice & Experiment	• Lecturer: Prof. JinHyo Joseph Yun (DGSIT, Korea) • Experiment Director: Xiaofei Zhao (DGIST, Korea)
	18:00~20:00	▶ Alumni Award Ceremony & Farewell Party	

2. Textbooks

- 1) Yun JinHyo Joseph (2017). 『Business Model Design Compass; Open Innovation to Schumpeterian New Combination Business Model Developing Circle』, Springer Press. DOI 10.1007/978-981-10-4128-0_1, Print ISBN 978-981-10-4126-6, Online ISBN 978-981-10-4128-0, 2017
- 2) Yun JinHyo Joseph (2020). 『Schumpeter Rectangle: New Combination from Open Innovation to Business model』, Cambridge University Press(on Planning)
- 3) Additional Textbooks

3. Registration Fee(20 Participants+α)

- 1) Scholarship Registration(Until November 30th, 2019): \$400(Applying in advance by email to openinnovationtmc@dgist.ac.kr, approval will be announced)
- 2) Early Bird Registration(Until November 30th, 2019): \$500
- 3) Regular Registration(Until December 30th, 2019): \$600
 * Registration detail information(including invoice, poster, program, lecture materials could be checked at http://openinnovation-tmc.org/HOME/soitmc/sub/sub.htm?nav_code=soi1571374693)
 * Lunch will be provided.

4. Benefits

- 1) Alumni Certificate will be awarded after participating all lectures;
- 2) After Business Model Developing Practice & Experiment, excellent business model will be recommended to SOItmC & Oklahoma State University 2020 conference participation, presentation and will be selected as "Grand Business Model Award" Candidates;

- 3) Free Consulting for business model development;
- 4) Free Business Model Developing Circle for participants

5. Contact

- 1) Organizing Chair: Prof. Dr. JinHyo Joseph Yun(jhyun@dgist.ac.kr; +82-53-785-4410, Mobile: +82-10-6697-8355; Address: 333 Techno Jungang-daero, Hyeonpung-myeon, Dalseong-gun, Daegu, 42988, Korea)
- 2) Hosting Chair: Prof. Dr. Min-Ren Yan(ymr3@faculty.pccu.edu.tw; Tel: (886-2)2861-0511 ext. 19001; Address: No. 55, Hwa-Kang Rd., Yang-Ming-Shan, Taipei 11114)
- 3) Organizing Office: Prof. Dr. XIAOFEI ZHAO(openinnovationtmc@dgist.ac.kr, 82-53-785-4414, 4415, Mobile: +82-10-4072-8595; Address: 333 Techno Jungang-daero, Hyeonpung-myeon, Dalseong-gun, Daegu, 42988, Korea)

- ▶ **Society of Open Innovation : Technology, Market, and Complexity (www.openinnovationtmc.org)**
- ▶ **SOItmC & Oklahoma State University 2020 Conference**
 - Venue : Oklahoma State University, Stillwater, Oklahoma, USA
 - Date : July 10(Fri.) - July 13(Mon.), 2020
 - Call for Paper : Possible to publish at journals after conference presentations through exceptional special issue conditions
- ▶ **Journal of Open Innovation : Technology, Market, and Complexity (SCOPUS-Cite Score: 4.26)** (Affiliated Journal of SOItmC) Welcome the papers submission in the field of connection between technology and market, open innovation, business model, complexity and etc. (www.mdpi.com/journal/JOItmC)