

A project-level open innovation in project management: A review and bibliometric analysis

Mehwish Malik, Carla Riverola, Lili Mi

Griffith Asia Institute, Nathan Campus, Australia

ABSTRACT

Purpose: Open innovation (OI) in project management represents a paradigm shift that emphasizes collaboration and knowledge exchange across organizational boundaries. In the context of project management, open innovation transcends traditional hierarchical structures, encouraging the integration of external ideas, expertise, and resources. This approach fosters a dynamic environment where stakeholders, both internal and external, actively participate in the project development process. While there is a considerable body of literature available on the topic of firm-level open innovation, it typically takes the form of project tasks, rather than more common firm activities.

Design/Methodology/Approach: We performed a bibliometric study on 38 relevant articles covering the last three decades (1990-2023) and was conducted according to the Preferred Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, as identified by Page et al. (2021). Web of Science and Scopus were the electronic databases used to search for relevant articles for this study. Many studies about OI could be retrieved using keywords such as inter-organisational collaboration, collab* innovation, distributed innovation, crowdsourcing, open sourc*, innovation ecosystem. Therefore, we used a query such as (TITLE-ABS-KEY (""open innovation"" OR ""collaborative innovation"" OR ""inter-organisational collaboration"" OR ""distributed innovation"") AND TITLE-ABS-KEY (""project management"" OR ""project-level"")) to retrieve the related papers. The incorporation of Google Scholar was used for manual collection to ensure that the study covered a wide range of sources and accessed the most appropriate articles. Our search used title/abstract [tiab] as the designated field tag to search for relevant articles. The authors read the abstracts thoroughly to include the relevant articles that have discussed open innovation from a project-level perspective. Lastly, the inclusion and exclusion criteria was also used to short list relevant articles only.

Findings/Results: The study findings are still in the developing stages. The main components of this qualitative analysis are bibliometrics, concepts and cluster generation, using various graphical maps and content to analyze the articles selected. Our analysis, therefore, begins with the assessment of keywords, e.g., the co-occurrence of keywords and key research clusters. Subsequently, the results will feature the literature that led to the categorization of the selected articles. Finally, the review process will end with research implications and the conclusion of the study, summing up the process and findings.

Practical Implications: The study will yield an intriguing implication in the current trends in project management to illuminate the connections between open innovation and project management, proving that the value-creation process requires both knowledge and technology. In addition, the research will highlight and suggest the empirical tests be conducted on PBOs in

order to fully grasp the potential impact of open innovation in terms of acquisition and exploitation capabilities, with a focus on sustainability and lasting competitive advantage.

Originality/Value: The study will also add to the existing literature on this topic and highlight the importance of new knowledge production and the exchange of measures that support global and equitable collaborative growth specifically in project management. Lastly, the study will be a valuable contribution to the surprisingly sparse and neglected literature in project-level open innovation.

Keywords: *Project level open innovation, project management, knowledge management, bibliometric analysis*