



3rd Geography of Innovation Conference 2016

Session 3.2: Open innovation in third places: which models in China

TITRE DE LA COMMUNICATION / COMMUNICATION TITLE

Models of cooperation and innovation in an open space: the case of FabLab Artilect in Toulouse

AUTEURS / AUTHORS

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RESUME EN ANGLAIS / ENGLISH ABSTRACT

Les FabLabs, tiers-lieux en pleine expansion interrogent l'innovation ouverte à travers les modes d'interactions et de travail collaboratifs qui s'y développent. Cet article, focalisé sur le FabLabs Artilect à Toulouse, présente et analyse la structure de la communauté de ce lieu, les usages et leurs évolutions, ainsi que la nature des interactions entre les membres. Il met en évidence la cohabitation de différents « mondes sociaux ». Ils se distinguent les uns des autres par la nature des interactions de leurs membres avec les ressources disponibles et avec la communauté d'utilisateurs.



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The revival of the culture of innovation in Shanghai : places of open innovation

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RESUME EN ANGLAIS / ENGLISH ABSTRACT

The development of industry in Shanghai has long relied on the adaptation of international models, such as creative clusters. Today the culture of innovation faces a double crisis, that of the traditional cultures of Chinese and Western business and that of Chinese education model. Today this culture tries to renew promoting more open innovation dynamics. This study documents the emergence of several urban places hosting resource for creative communities of practice, technical and / or entrepreneurial. It outlines various urban models of learning, initiated by local communities or by public policies that can provide a basis for developing innovative tissue.



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TITRE DE LA COMMUNICATION / COMMUNICATION TITLE

Open innovation, closed business: Grassroots innovation process and places in China

AUTEURS / AUTHORS

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RESUME EN ANGLAIS / ENGLISH ABSTRACT

The rise of an innovation-driven economy in China evolved from the modernization of an aging manufacturing sector (Renaud, Puel & Fernandez, 2015) and the encounter with the global “maker’s movement” (Anderson, 2013). Multiple spaces (fablabs, hackerspaces, etc.) have emerged in Chinese cities to support local communities of innovators (Dantec, Lindtner & Li, 2012). In addition, the Chinese government has announced in March 2015 a major plan called Made in China 2025 to upgrade of the local manufacturing sector towards new models of production by providing legal and funding support to communities of innovators. We present here an account of China’s current transformation based on a series of visits and semi-structured interviews with managers and users of several organizations and places dedicated to innovation in the city of Nanjing. The different places we visit present two types of characteristics: first, they appeal to the organizational models of open innovation (Chesbrough, 2003, Christensen et al., 2005, 2006; Feeling and Zenger 2014, West et al. 2014), especially related to regional innovation networks (Cooke, 2005, 2007; Todtling et al. 2011). Second, they host a sufficient amount of innovators on local milieus that can be considered as the “middleground” of a creative city (Cohendet et al. 2010, Suire, 2013). However, these places fail to address the unsolved “paradox” of open innovations appropriability : their creation requires openness, but their commercialization requires protection (Dahlander and Gann, 2010; Laursen and Salter, 2014). The organizations we visited support innovation by operating urban spaces with different business structures (memberships, self-funding by shareholders, sales of product, space renting). The discourse of the different people encountered shows: 1) a need to develop process and resources to support knowledge and know-how sharing between and beyond their member communities, and 2) a will to position themselves strategically as key players of innovation, most of the time without a clear vision of the expected outcomes. We observe that the creation of a sustainable and/or profitable economic dynamic around such places is still in most cases largely a “bet” on the future. Those organizations play an important role in providing educational resources to potential innovators. However, with no capacity (or institutional legitimacy) to capture returns, they can not take any direct profit from the businesses and innovations they host. Based on our observations, this model fails to create an incentive in the organization to foster the development of new innovative products or services, leading them towards a model based on real-estate rental.



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The role of B2C e-commerce on business space reconstruction: evidence from electronic mall in Nanjing, China

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RESUME EN ANGLAIS / ENGLISH ABSTRACT

The rapid development of e-commerce has promoted business to consumer business greatly, which influences how people shop and how retailers organize their businesses. Urban geography scholars are interested in the impacts of B2C e-commerce on the changes of business space, such as the changes of business hierarchical system, aggregation and dispersion, as well as the change of spatial function. The existing research regarding the impacts of B2C e-commerce on business space has focused on case studies from developed countries. However, few studies have explored the impacts in developing countries, especially in China where e-commerce has proliferated recently and business systems are evolving. Using the data obtained from a semi-structural interview of retailers of electronic mall in Nanjing, this paper will explore the influencing mechanisms of B2C e-commerce with the spatial dimensions of organization, technology, territorial and consumption. In particular, we will analyze to what extent B2C e-commerce reshapes the business space, and how the spaces are reconstructed? The analysis results are expected to offer implications for business space planning and the development policies of e-commerce for developing countries.

