

LARS BO JEPPESEN

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Copenhagen Business School,
Kilevej 14A, 3, 2000 Frederiksberg,
Denmark

POSITIONS HELD

2007-present Associate Professor, Department of Innovation and Organizational Economics at Copenhagen Business School.

2006/2007 Scancor (Stanford University) Visiting Scholar.

2005-present Director, Danish User-Centered Innovation Lab

2004/2006 Assistant Professor, Department of Industrial Economics and Strategy at Copenhagen Business School.

2003/2004 MIT Sloan School of Management Visiting Scholar, Massachusetts Institute of Technology.

EDUCATION

2004 Ph.D. Copenhagen Business School

2000 M.Sc. University of Copenhagen,

AREAS OF RESEARCH

Management of Technology and Innovation, Organizational Behavior, Information Technology, Distributed Innovation.

AWARDS AND GRANTS

2008 Danish Research Council (Individual) Grant (~\$100,000)

2008 Danish Ministry of Economic and Business Affairs Grant (~\$1 mill) for activities in Danish User-Centered Innovation Lab joint with Serious Games Interactive and Unity Technologies

2007 Tietgen Prize, for research in business economics

2006 Danish Ministry of Economic and Business Affairs Grant (~\$270,000) for activities in Danish User-Centered Innovation Lab

2003 The Tuborg Foundation's Business Economics Prize

2001 Marie Curie Training Site funding program of European Union Exchange

I. RESEARCH

A. PUBLICATIONS

JOURNAL ARTICLES

1. Jeppesen, L.B. and Lakhani, K.R., (2010) Marginality and Problem Solving Effectiveness in Broadcast Search, *Organization Science*, 21 (5) 1016-1033.

2. Jeppesen, L.B. and Laursen K., (2009) The Role of Lead users in Knowledge Sharing, *Research Policy*, Vol 38 (10), 1582-1589
3. Lakhani, Karim R., and Lars Bo Jeppesen. Getting Unusual Suspects to Solve R&D Puzzles. Forethought. *Harvard Business Review* 85, no. 5 (May 2007).
4. Jeppesen, L.B. and Frederiksen, L., (2006) Why do users contribute to firm-hosted user communities? The case of computer-controlled music instruments. *Organization Science*. Vol 17 (1), 45-64.
5. Jeppesen, L.B. (2005) User Toolkits for Innovation: Consumers Support Each Other. *Journal of Product Innovation Management*. (22): 347–362.
6. Jeppesen, L.B. and Molin, M.J., (2003) Consumers as Co-developers: Learning and Innovation Outside the Firm. *Technology Analysis & Strategic Management* 15 (3) 363-84.

ARTICLES IN BOOKS

7. Nishiyama, K. and L.B. Jeppesen; Creating Market Place for User Innovation: In (eds) Sunagawa K., Heung-wah Wong, D. and Sugiura M.; Consumer-driven Urban Marketplaces and Communities on Move. Reinvention of Urban Bazaars and its Place Bound Dynamics, University of Hong Kong Press, Hong Kong. (forthcoming)
8. Jeppesen, L.B. and Molin, M.J., (2004) Learning in Innovative Consumer Communities: In (eds) Herstatt, C., and Sander, J., Produktentwicklung mit Virtuellen Communities. Gabler Publishing, Wiesbaden.

PHD. DISSERTATION

9. Jeppesen, L.B., (2004) Organizing Consumer Innovation - a product development strategy that is based on online communities and allows some firms to benefit from a distributed process of innovation by consumers. Ph.d.serie, nr.2004-4, Samfundslitteratur, København, 2004 , 175 s.

REPORTS

10. Nature of New Innovation (2009), OECD - Structural Policy Division, Directorate for Science, Technology and Industry. Credited Key Contributors: C.K. Prahalad (Uni Michigan); J. Santos (INSEAD), M.S. Krishnan (Uni Michigan), E.v. Hippel (MIT), L.B. Jeppesen

B. WORKING PAPERS AND PAPERS UNDER REVIEW (SELECTED)

11. Rullani and Jeppesen, Dragging developers toward the core An investigation of the dynamics and context of Free/Libre/Open Source Software developers' motivations.
12. Jeppesen L.B. (with Karim R. Lakhani, Peter A. Lohse Jill A. Panetta), (2006) The Value of Openness in Scientific Problem Solving. <http://www.hbs.edu/research/pdf/07-050.pdf>
13. Jeppesen L.B., K. Lakhani: Problem Solving via Innovation Contests: The determinants of participation and problem resolution.

14. Boudreau, K., Jeppesen L.B., Social Motivations and Platform Network Effects: Modding of Online Videogames by Unpaid Complementors (with Kevin Boudreau, London Business School)

C. COURSE MATERIAL

Teaching Cases:

15. Ahmad, M., and Jeppesen, L.B. (2009) When Clinicians Develop Medical Products - The Case of Mass General Hospital. 8 pgs.
16. Jeppesen, L.B. (2009) InnoCentive.com: Solving Difficult Research & Development Problems by Capturing Global Solutions. 7 pgs.
17. Jeppesen, L.B. (2009) The Propellerhead Online User Community: Users Help Each Other Innovate, 8 pgs.
18. Jeppesen, L.B. (2009) Cuusoo.com and the art of mass producing lead users' product concepts 8 pgs.
19. Jeppesen, L.B. (2009) Electronic Arts: Innovation Ability through Recruitment Agility
20. Jeppesen, L.B. (2009) Valve Software: Profiting from Community Co-development

D. CONFERENCE AND WORKSHOP PRESENTATIONS (SELECTED)

(Complimentary) Complementary Innovation around a Platform: International Open Innovation workshop, MIT, Cambridge, MA, 2010

Creating a Market for Distributed Innovation, Singapore Management University, Singapore, 2009

(Complimentary) Complementary Innovation around a Platform: Tanaka Business School, Imperial College, London 2009

Climate technologies, European Union, Paris, Joint talk with Jill Panetta, Ely Lilly, 2008

Broadcast Search in Problem Solving, SciFoo Camp; Google, Nature, O'Reilly Conference, GoogleSphere, Mountain View, CA, 2008

Lead Users' Role in Knowledge Sharing, ETH, Zurich, 2008

Attracting Needles from the Haystack, Plenary Talk, DRUID Conference, Copenhagen, 2008

It's time to go offensive! Keynote speaker at CEFRIO International Symposium "Creative Cities Regions and Territories, Quebec City, 2008.

Lead Users as Facilitators of Knowledge Sharing in an Online Community Setting. Center for Digital Economy Seminar, NYU/Stern School of Business. New York 2007

Broadcast Search in Problem Solving: Attracting Solutions from Peripheral Solvers. Stanford University, 2007.

Attracting Needles From the Haystack: The Importance of Marginality in a Broadcast Search and Solution Attraction Problem Solving Process. DRUID Summer Conference, 2007.

Users and Innovation. Panel discussion at DRUID Summer Conference, 2006

- Consumers as Co-developers: Profiting From Innovative Consumer Communities in Computer Games.* Keynote, presentation at Customer-Made Conference, Copenhagen IT University, 2006
- Why do Users Contribute to Firm-hosted User Communities? The Case of Computer-Controlled Music Instruments.* Paper presented at MIT Sloan School of Management, MIT International User Innovation Workshop: Cambridge, MA, 2005.
- Organizing Consumer Innovation: Innovative Consumer Communities as a New Organizational Form.* Paper presented at Academy of Management Conference, New Orleans, 2004.
- Online Modding Communities: Featuring a Case-study of "Natural Selection".* Paper presented at MIT Sloan School of Management, The Innovation Lab Meeting, Cambridge, MA, 2004.
- Why Pay for Free Software?* Paper presented at the Workshop on User Innovation and Open Source Software: The Institute for Innovation Research, Technology Management and Entrepreneurship at the Technical University of Munich, 2004.
- Online gaming communities as a source of distributed innovation for game firms.* Paper presented at MIT Sloan School of Management, The Innovation Lab Meeting, Cambridge, MA., 2003.
- Consumers as co-developers.* Paper presented at Consortium on Competitiveness and Cooperation (CCC), Joseph L. Rotman School of Management, University of Toronto, Canada, 2003.
- Organizing Consumer Innovation.* Paper presented at BPS Doctoral Student Consortium at Academy of Management Conference, Seattle, US, 2003

II. SERVICE

A. PROFESSIONAL SERVICE

- 2010-present Reviewer Information System Research
- 2008-present Reviewer Organization Science
- 2005-present Reviewer Journal of Management
- 2005-present Reviewer Research Policy
- 2004-present Reviewer Journal of Product Innovation Management

B. SERVICE TO UNIVERSITY

- 2009 Organizer of Open Innovation Seminar Series, Department of Innovation and Organizational Economics, Copenhagen Business School
- 2008 Organizer of Scancor/Druid Workshop on "Distributed Innovation", March 2008, Stanford University, USA
http://www.druid.dk/fileadmin/images/dokumenter/SCANCOR_DRUID_5.pdf
- 2007 Organizer of "International User Innovation Workshop" (conference), Copenhagen Business School in collaboration with MIT

- 2005-present Director, Danish User-centered Innovation Lab. Participants from Coloplast, Lego, Novo Nordisk, Danisco, Bang & Olufsen, IO Interactive and Danish Ministry of Economic and Business Affairs. www.duci.dk
- 2004-2008 Board member, Danish Research Unit For Industrial Dynamics (DRUID) <http://www.druid.dk/>
- 2004 Organizer, “Gaining Advantage From Organizing and accessing User Communities” (conference), June 2004, Center for Knowledge Governance, Copenhagen Business School.

C. SERVICE TO ORGANIZATIONS

- 2009 Advisor, Singapore Ministry of Trade and Industry
- 2007 Advisor, UK Minister of Science and Innovation
- 2006 Danish Ministry of Economic and Business Affairs. Advisor on the development of program for user driven innovation.
- 2006-present Danish Foreign Ministry. Advisor on development of strategy for “Invest In Denmark” program.
- 2006 NOKIA/France (Advertising Division) Ad Hoc advisor
- 2006 DAKO (Cancer diagnostic) Advisor
- 2006 COLOPLAST (Colostomy division) Advisor
- 2005-present Director, Danish User-Centered Innovation Lab (DUCI Lab)
- 2005 NOKIA/Helsinki Advisor on development and implementation of *Consumers as Co-developers strategy* for NOKIA mobile phones (Corporate Strategy Group).

III. TEACHING EXPERIENCE (SELECTED)

- 2010 “Management of Innovation”, PhD Course, CBS
- 2008-present “Managing Outsourcing”, Elective Course (Master level), CBS
- 2006-present Executive Education, Danish User-Centered Innovation Lab
- 2006-present Executive Education, CBS
- 2006- 2007 “Management of Technology and Innovation,” Full-Time MBA, CBS
- 2006 “Innovation and Organizational Strategies in Creative Industries” Elective Course (Master level), CBS
- 2005 “Managing Leading Edge Innovation” - Elective Course (Master level), CBS
- 2005 Executive Education, Stockholm School of Economics
- 2004-2007 “Getting My Research Into Journals”: Phd course on publishing strategies, DRUID Academy/CBS
- 2004-2007 “Management of Innovation and Business” (Master level) Copenhagen Business School.
- 2003 Guest lecturer at MIT Sloan School of Management MBA course “Generation of New Product and Service Concepts”.

IV. SCIENTIFIC AND POPULAR PRESS

A. PRESS MENTIONS (SELECTED INTERNATIONAL)

NATURE: *Funding: Researching outside the box*, January 19, 2011
<http://www.nature.com/naturejobs/2011/110120/pdf/nj7330-433a.pdf>

SCIENCE: *Science and Commerce: Science by the Masses*, March 28, 2008
<http://www.sciencemag.org/cgi/content/full/319/5871/1750>

Wired Magazine: *Using Crowd Power for R&D*
http://www.wired.com/techbiz/media/news/2007/07/crowdsourcing_diversity?currentPage=all

Businessweek: *Open Source Is Opening The Closed World Of Science And R&D*, June 7, 2007.
[Open Source Is Opening The Closed World Of Science And R&D.](#)

Financial Times: *Letting users lead the way to new ideas* September 19, 2005.
<http://news.ft.com/cms/s/f1c82104-28da-11da-8a5e-00000e2511c8.html>

INC Magazine;
The Secrets of Open-Source Managing: Start treating your customers like employees December, 2004.
<http://www.inc.com/magazine/20041201/strategies.html>

Other Mentions and Articles in National Media:

Børsen, Urban, Berlingske Tidende, Mandag Morgen

B. APPEARANCES (TV AND RADIO)

(TV), DR2 Deadline April 20, 2006. *Users make their own products* (in Danish)

(Radio) *User Innovation in the computer games industry*, Harddisken April 22, 2006 8:55 PM, Danmarks Radio (Radio P1) (in Danish)