

Match your IP strategy with the business ecosystem

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Some exceptional cases of managing IP, such as open source software proved to be successful, because they have attracted complementors and helped the focal firms build ecosystems. We realized the close relationship between IP strategy and the business ecosystem, which has been unknown both in industry and literature.



Aims

The overall aim of this project is to develop a decision-making model for companies to develop their IP strategy based on their ecosystem conditions.

- (1) to develop a systematic and complete conceptual framework of IP strategy, including its definition and typology
- (2) to study the influence of complementors on focal firms' IP strategy
- (3) to develop a decision model for companies to develop their IP strategy based on their ecosystem conditions

Deliverables

- A framework of IP strategy including definition and typology
- A decision model on IP strategy decision-making based on ecosystem scenarios
- Managerial implications on how to match your IP strategy with the business ecosystem

Progress

- Literature review on IP strategy has been conducted
- Exploratory interviews with companies in the UK and US have been conducted with insights on what is IP strategy, and the determinants of IP strategy

Future opportunities

Companies are welcomed to have interviews with us. The focus of future interviews will be on the understanding of your business ecosystem, complementors, and how complementors influence your business and IP strategies.