

# Open Innovation practices in the context of Italian small and medium enterprises: the case of ROLD Group

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The concept of open innovation has attracted much attention in the literature, but the phenomenon has been mainly studied from the point of view of large companies. Acknowledging the scarce research on the topic in the context of SMEs, and its enormous potential for this kind of enterprises, this work aims at contributing to fill the gap in the literature. Relying on the case-study analysis and on in-depth interviews, this work examines the issue through the lens of a medium-sized manufacturing Italian company (ROLD) and strives to give a fresh perspective on open innovation. The research focuses on how ROLD has been able to develop a strategy inspired by the concepts of open innovation and on the motivations and challenges of opening up the company's boundaries to external source of knowledge.

This study provides new insights on how SMEs can adopt and exploit open innovation practices, and how those practices can enhance the companies' performance in today's competitive landscape. Moreover it shows how ROLD has been able to take advantage of open innovation as an enabling tool to successfully deploy its business strategy.