

# OPEN SOURCE PRODUCTS: THE MORALIZATION OF INNOVATION

"Firms can make their innovation-related knowledge open source (i.e., freely share it with the outside world) instead of keeping it secret or protecting it via patents. Through a series of lab and field studies, this research examines consumer beliefs and reactions to a firms' open source activities and documents a positive "open source effect" whereby consumers are found to have heightened purchase intentions from firms involved in open source actions. This effect is driven by a societal benefits account: Consumers value open source products because they view the focal firm as a moral agent whose open source actions may benefit society. Consistent with this societal benefits account, the effect is found to be stronger when (1) moral (vs. selfish) firm motives are made salient, (2) consumers view the size of the societal impact as large (vs. small), (3) consumers associate the underlying technology with potentially positive (vs. negative) consequences for society, and (4) the firm freely shares internal (vs. integrates external) knowledge. By showing that, from a consumer perspective, the way firms go about innovation can be seen as more versus less moral (with important downstream consequences), the findings contribute to the literatures on open innovation, corporate social responsibility, and marketplace morality."

 **16 May 2024 (Thursday)**

 **10:00-11:30am (HKT)**

 **English**

 **Zoom Meeting:**

**<https://lingnan.zoom.us/j/92975189771>**

**Meeting ID: 929 7518 9771**



## SPEAKER

**PROF. DARREN DAHL**

**DEAN OF THE SAUDER SCHOOL OF BUSINESS  
UNIVERSITY OF BRITISH COLUMBIA**

Darren Dahl is the Dean of the Sauder School of Business at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, and Journal of Consumer Psychology. He is the past editor-in-chief of the Journal of Consumer Research and has served as an Associate Editor at a number of other leading journals. He currently serves on the editorial board of the Journal of Consumer Research, and the Journal of Marketing. Darren has won awards for both his research (e.g., Killam Research Prize) and his teaching (e.g., 3M Teaching Fellow) efforts.

