

2024 AOM PDW

New Frontiers in Open Source: Implications for Strategy and Organization Research

Registration and Submission **Deadline:** July 7, 2024

Register at: <https://forms.gle/vgbNmmxntnjavqMV8>

Call for Attendees and Research Proposals

Please join our cutting-edge PDW on Open-Source Software (OSS), which will be held at the Academy of Management 2024 annual meeting in Chicago (USA). It is **not mandatory to submit** your work to attend the first two sections of the PDW (keynote speech and panelist presentations). Regardless of your type of participation, please register your attendance through this Google Form [\[link\]](#).

OSS is reshaping the socio-economic landscape, a fact that has become increasingly clear only recently. From a supply-side aspect, OSS projects are more significant than ever, with for-profit companies (e.g., Microsoft) playing an increasingly active role in OSS. For the European economy alone, companies invested €1 billion in OSS in 2018, and – in the same year – the impact of OSS on the European economy was estimated to be between €65 and €95 billion. From a demand-side aspect, OSS has grown to play new and pervasive roles in contemporary organizations and society (e.g., 96% of commercial codebases include OSS) and its overall value has been estimated to be in the trillions of dollars.

Despite its growing importance, OSS poses several challenges. For example, measuring the value of a product that transacts at a price of zero with licenses that allow for unlimited copying is challenging. Similarly, it is challenging to manage an organization involving independent individuals and companies with fluid boundaries and where common managerial levers such as formal authority, monetary incentives, and colocation are mostly absent. Despite the challenges, OSS remains an invaluable locus for collaborative innovation, calling for a reassessment of the scope of applicability of extant knowledge.

This PDW aims to foster a community-level dialogue about the ways in which OSS is challenging the boundary conditions and relevance of existing strategic management theories. By doing so, it seeks to encourage management scholars to critically evaluate and, where needed, innovate upon current theoretical frameworks to better align with the complex socio-technical arrangements of OSS.

The PDW is structured as follows:

Activity	Duration (mins)
Opening session.....	5
Keynote presentation by Eric von Hippel (MIT Sloan)	15
Panelists' presentation.....	90
• Annamaria Conti (IE Business School)	15
• Sherae Daniel (University of Cincinnati)	15
• Stefan Haefliger (Bayes Business School)	15
• Helge Klapper (Purdue University)	15
• Nataliya L. Wright (Columbia Business School)	15
• Ran Zhuo (University of Michigan Ross)	15
Coffee break	10
Roundtable paper discussion sessions	50
Wrap-up session and concluding thoughts	5

To stimulate attendees' engagement and help them navigate the varied research interests concerning OSS, we created an [awesome-oss-research](#) repository on GitHub. Thanks to the shared effort of the organizers and panelists, the repo contains a hand-curated list of research papers on OSS, mapping the different research questions investigated in the broader management field regarding OSS.

SUBMISSION GUIDELINES

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Participants who want to take part in the third component of the PDW are required to submit an extended abstract of no more than two pages, excluding references and any charts, graphs, diagrams (etc.) with a font no smaller than 12-point double-spaced. Please enclose the title, author's names, and institutions in the document (accepted format: .docx or .pdf).

Due to time constraints, we can only accept a limited number of submissions for roundtable discussion. We will, therefore, select submissions based on their fit with the PDW and quality. We will follow up with a decision regarding the submission after July 20. Please note that as with all AOM program activities, submitting your application implies a commitment to attend and participate in the breakout sessions if accepted.

In case of any questions, please do not hesitate to email us at:

opensourceoftwarefrontiers@gmail.com

We look forward to seeing you in person at the PDW!

Frank, Tony, and Matteo