

JOEL WEST

Professor, Innovation & Entrepreneurship and Focus Track Champion – Business of Bioscience

AREAS OF EXPERTISE

Open innovation, intellectual property, technology policy, renewable energy

CONTACT INFORMATION

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Dr. West combines a high-tech entrepreneurial background with more than a decade of leadership in graduate business education. He received an SB degree in Interdisciplinary Sciences from M.I.T. with a concentration in Meteorology, and has worked more than 20 years in the software industry as an engineer, manager and entrepreneur. He was co-founder and president of Palomar Software as well as co-author of the Modsim programming language.

Dr. West has earned a PhD in Management from the University of California, Irvine and taught at Temple University Japan, Pepperdine and UC Irvine before joining the San Jose State University College of Business. At SJSU, he taught innovation, strategy and entrepreneurship classes, and was co-founder of the SJSU Solar Workforce Project and Silicon Valley Open Source Research Project. Dr. West is known as a researcher, public speaker, and blogger on the topic of open innovation, including editing (with Henry Chesbrough and Wim Vanhaverbeke) the book *Open Innovation: Researching a New Paradigm* (Oxford, 2006). His research has been published in *Information Systems Research*, *Journal of Management Studies*, *R&D Management*, *Research Policy*, and *Telecommunications Policy*, among other journals.

RESEARCH SYNOPSIS

Dr. West focuses on how firms selectively use openness for competitive advantage by providing enough openness to attract external stakeholders while not enough to prevent an ability to appropriate value. This has included research on open source software, open standardization, IP business models and technology-based startup firms.

CURRENT RESEARCH PROJECTS

External Sources of Innovation: Professor West is developing a comprehensive review of existing research on external sources of innovation, integrating streams from open innovation, user innovation and community innovation.

California's Renewable Energy Industries: In the 20th century, California was the world leader in the creation and deployment of renewable energy, with solar hot water heaters at the beginning of the century, space-oriented silicon photocells at the middle of the century and utility-scale concentrated solar power and wind turbines in the 1980s and early 1990s. This project compares the industry development and policy of California with other key regions of the world, and examines how California startups are conquering a new segment of renewable energy, the engineering, cultivation and processing of new crops to produce biofuels.

FUTURE RESEARCH PROJECTS

Dr. West will collaborate with Dr. Steven Casper of KGI to compare and contrast entrepreneurial mechanisms of the telecommunications, biotech and biofuels clusters in the San Diego region.

SELECTED PUBLICATIONS

West J. *Open Innovation*. In Wiley International Encyclopedia of Marketing. John Wiley & Sons, Ltd; 2010.

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Bekkers R, West J. The Limits to IPR Standardization Policies as Evidenced by Strategic Patenting in UMTS. *Telecommunications Policy* 2009;33(1-2):80-97.

West J. “Commercializing Open Science: Deep Space Communications as the Lead Market for Shannon Theory, 1960-73”. *Journal of Management Studies* 2008;45(8):1506-1532.

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Chesbrough H, Vanhaverbeke W, and West J, eds., *Open Innovation: Researching a New Paradigm*. Oxford: Oxford University Press; 2006.

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West J. “How Open is Open Enough? Melding Proprietary and Open Source Platform Strategies”. *Research Policy* 2003;32(7):1259-1285.

West J, Dedrick J. “Innovation and Control in Standards Architectures: The Rise and Fall of Japan’s PC-98”. *Information Systems Research* 2000;11(2):197-216.



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