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Open public data as a factor stimulating innovativeness of the enterprises

Summary

The main objective of the dissertation is to assess the impact of the open public data on the innovation activities and each stage of the innovation process, as well as the to identify the tangible results and benefits for enterprises. The analyses are conducted in the context of the open innovation paradigm. The dissertation consists of four chapters. The first two chapters provide the theoretical background, based on the desk research, covering available literature and existing research. The next two chapters present the results of the research conducted within this dissertation and deliver final conclusions.

In the first chapter a definition and an idea of the open public data is unfold, with special attention put on legal and economic aspects of this issue. The second chapter reveals the problems of innovation, sources of innovation and innovation process. The conditions necessary for data driven innovation development are also taken into consideration. In the next two chapters the results of the empirical research are discussed, based on the analyses of the questionnaire and interviews. Additionally, six research hypothesis are verified. As the results, the integrated model of the open public data reuse aiming at stimulation of the innovativeness of the enterprises is developed and recommendations directed towards entrepreneurs are presented.

In the conclusions of the research, it is underlined that the open public data have great potential as an external source of innovation. Two key external conditions fostering the reuse of the open public data are identified, which are: the first one – development of the technologies supporting the reuse of the open public data; the second – development and quality improvement of the public infrastructure supporting access and reuse of these data. Analyzing the internal conditions, both technological and human potential are treated as the most important factors stimulating the open public data reuse. The enterprises show the greatest interest in these type of data at the first stage of innovation process, using them mainly for searching for the new ideas for innovation. The most important results of the open public data reuse are: first of all, new knowledge and secondly, reports and analyses. The reuse of the open public data supports mainly the information resources. Additionally, the reuse of these data benefit in improvement of the products' quality and better customer

satisfaction. Finally, the research has proved that data utility is the most important factor determining the decision of open data reuse by the enterprises operating in Poland.