



Node: **LTU**

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Supervisor: **Johan Frishammar**

Title: **Opening up the NPD Process: A Case Study within the Oil & Gas Industry**

This project investigates a practical application of principles of 'open innovation' in industrial product development, and specifically how open innovation can be integrated with existing principles and practices within the NPD (New Product Development).

Johan and David conducted a literature review, supplemented by empirical material from the oil and gas industry, and use it to demonstrate the possibilities offered by combining 'open innovation' with the traditional stage-gate development, thus ensuring a more open-NPD process. Johan and David label this model as an 'open stage-gate' model.

From PIEp's perspective, Johan and David's work illustrates how an industrial Master Thesis project can help to establish, export and exploit academic research into industry. The thesis connects well with the research into 'open innovation' conducted at LTU in close collaboration with industry, and thus shows both the industrial relevance of applicability.

