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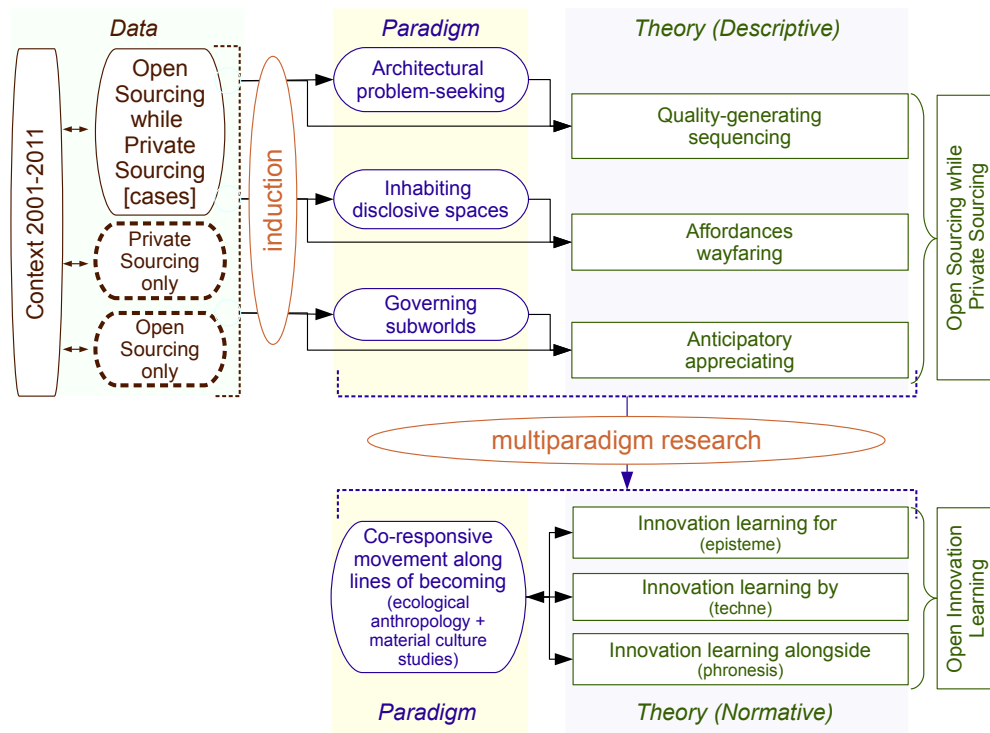
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# 1. Introduction and outline

*Open innovation learning* is a set of emerging theories based on cases and contexts of *open sourcing while private sourcing*, drawn from 2001-2011.

The journey began with the observation of open sourcing while private sourcing (*OSwPS*) as a behaviour new to the world in 2001, becoming common by 2011. With the rise of corporate participation in open sourcing communities, related artifacts and practices have become embedded in private sourcing commercial offerings. This phenomenon led to a research question: how do *open sourcing* and *private sourcing* coexist and coevolve as patterns of behaviour in business? The result is emerging theories and emerging methods. The research endeavour from data through induction and multiparadigm research is drawn in Figure 1.1.



**Figure 1.1.** Data, paradigms and theories (descriptive, normative)