

## OPEN INNOVATION: A SYSTEMATIC LITERATURE REVIEW

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### Abstract

The present work addresses open innovation as a necessary model for organizations that seek competitiveness and adaptability in an environment of rapid change, but poorly understood by the companies that use it. Thus, the study proposes to analyze the influencing variables, challenges and strategies used for the adoption of open innovation by organizations based on publications on the subject. It is a qualitative, exploratory research, based on a systematic review of the literature through content analysis according to Flick (2012). Publications from 2019 to 2024 were analyzed, focusing on the Science Direct, Emerald and Scopus databases. The terms "open innovation" and "management challenges" were used together in the search, and the studies were evaluated for relevance to the theme and research question. The results identified that variables such as organizational culture, leadership, technological infrastructure, and government incentives significantly influence the implementation of open innovation, both from the perspective of influencing variables, as well as in challenges and implementation strategies. The research concludes that strategies such as the development of a collaborative culture, use of digital platforms, and establishment of external networks can help organizations overcome the barriers associated with open innovation, in addition to contributing to the identification of a pattern of variables that influence adoption, challenges faced, and strategies implemented by organizations.

**Keywords:** open innovation; innovation models; innovation challenges; influencing variables.