



Facultad de Ciencias Económicas y Empresariales  
ICADE

**PRÓPUESTA  
TRABAJO FIN DE GRADO**

**Innovate Sustainably:  
Exploring How Open Innovation Drives  
Corporate Sustainability**

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## Research Question:

How can open innovation support companies in fostering sustainable development, and which forms of open innovation are best suited for driving sustainability?

## Objectives:

The goal of this thesis is to provide corporate decision-makers with a comprehensive overview of how they can leverage open innovation to promote and implement their sustainability strategies effectively. The research will examine which forms of open innovation are best suited to drive sustainable innovations and assess the strengths and weaknesses of these approaches within the context of corporate strategy.

The thesis aims to support companies in aligning their innovation processes with sustainability by analyzing and evaluating three different frameworks for open innovation. Through case studies, the work will demonstrate how these frameworks can be applied in practice to foster sustainable development.

## Methodology:

This thesis follows a qualitative research approach, combining case study analyses with a comprehensive literature-based investigation. The research is grounded in a detailed analysis of academic theories and models on open innovation and sustainability, aiming to understand the key concepts and strategies in these areas and explore their interrelationship.

The literature review will utilize both primary and secondary sources, including academic articles, books, corporate reports, and industry publications on open innovation and sustainability. Special emphasis will be placed on peer-reviewed journals, which provide up-to-date research findings and theoretical foundations on the relevant topics.

Additionally, company reports and case studies of organizations using open innovation to promote sustainable development will be analyzed to offer practical insights into the implementation of these concepts. This diverse range of sources will provide a comprehensive theoretical foundation, complemented by practical examples. As a result, the research will not only explore the theoretical underpinnings of open innovation and sustainability but also highlight real-world applications that demonstrate the significance and success of these concepts in corporate practice.

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