Task:

**Sainsroseco, a major retailer, is considering the possibility of opening up some of their data. As their advisor, would you recommend this?**

Suggested readings:

<http://theodi.org/the-value-of-open-data>

<http://theodi.org/open-enterprise-big-business>

<http://theodi.org/open-data-means-business>

http://datapitch.eu/challenges/dpc1-2017/

Brans, P (2016) Is Open Data Suitable for the Enterprise? *CIO Magazine*

<http://www.cio.co.uk/it-strategy/is-open-data-suitable-for-enterprise-3637028/>

Brewster, C (2015) *The Potential Role of Open Data in Supply Chain Integration,* Food and Drink IT Summit, Birmingham, 7 July 2015

<http://www.slideshare.net/christopherbrewster/20150707-food-itsummit>

Deloitte (2013) *Open Data: Driving Growth, Ingenuity and Innovation*

https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/deloitte-analytics/open-data-driving-growth-ingenuity-and-innovation.pdf

Fawcett, J (2016) Examining open data as a source of competitive advantage for big businesses, *Open Data Research Symposium,* Madrid, 4 October 2016

<https://drive.google.com/file/d/0B4TpC6ecmrM7b1ZvR3VxZFNkQ3c/view>

Gassman, O, Enkel, E, Chesborough H,(2010) The future of open innovation *R&D Management* 40:3 <http://onlinelibrary.wiley.com/doi/10.1111/j.1467-9310.2010.00605.x/full>

Graft, A, Verhulst, S and Young, A (2016) United States Eight Maps: The Unintended Negative Consequences of Open Data *Open Data Impact,* The GovLab, New York NY

<http://odimpact.org/case-united-states-eightmaps.html>

Loscio, B F, Burle, C and Calegari, N (2016) Data on the Web Best Practices *Open Data Research Symposium,* Madrid, 4 October 2016 <https://drive.google.com/file/d/0B4TpC6ecmrM7NVR5Y0tKUzg5WDA/view>

Lindman, J (2014) [Similarities of open data and open source: Impacts on business](https://scholar.google.co.uk/scholar?oi=bibs&cluster=165215649810295920&btnI=1&hl=en) *Journal of Theoretical and Applied Electronic Commerce* 9:3 pp59-70

Macauley, T (2016) Best Ways CIOs Can Introduce Open Data to their Businesses, *CIO Magazine* <http://www.cio.co.uk/it-strategy/how-introduce-open-data-your-organisation-3494673/>

Walker, J and Simperl E (forthcoming) Analytical Report 10: Entrepreneurs and Open Data, *European Data* Portal https://www.europeandataportal.eu/en/what-we-do/factsheets-and-reports