

# Designing a New Model for Expanded Knowledge Transfer Asset Development

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**Innovation through Knowledge Transfer 2010**  
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**Gail Wyman, Sr. Knowledge Transfer Researcher, C3RI**  
**Rachel Barton, Researcher, SBS**

# Today

**Knowledge Transfer Models**

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graph TD; A[Knowledge Transfer Models] --> B[Our Context and Constraints]; B --> C[Design Inspiration]; C --> D[A Model for KT/KE Asset Expansion];
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**Our Context and Constraints**

**Design Inspiration**

**A Model for KT/KE Asset Expansion**

# Models of Knowledge Transfer

## **Model 1 - Unstructured**

Built on personal relationships without significant formal involvement from the University

## **Model 2 - Technology Transfer (TT)**

Professionalization of KT as the "third activity" for universities. Focussed on assessing and protecting intellectual property and making it available to industry

*Geuna & Muscio, (2009)*

## **Model 3 - Networks**

Multidirectional KT model recognises the importance of partnership and collaboration

*Inkpen & Hsang, (2005); Whitehurst (2008); Edquist and Hommen, (1999); PACEC & CBR, (2009)*

# Innovation & Impact: Key drivers

- Government focus & priority - *Innovation Nation*, "Innovation is essential to the UK's future economic prosperity and quality of life"
- HEFCE KE investments - \$700mm from 2000/1-2007/8
- RCUK - "Excellence with Impact" is here to stay; new Pathways to Impact
- REF - Impact now explicit 20%



Sources: DIUS, (2008); PACEC & CBR, (2009); Whitehurst et al (2008);

# Context: Innovation Futures

*£3.45m ERDF and HEIF funded project designed to increase business and employment growth within the Yorkshire and The Humber region by providing more integrated support for innovation in small and medium sized enterprises.*

- 5 research centres
- Core themes:
  - multidisciplinary engagement
  - embedding innovation culture
  - developing long term relationships
- Additional staff
- 2-day assessment structure



# Context: Innovation Futures

- Output objectives:
  - businesses assisted - 81
  - number of new businesses - 7
  - gross GVA increase - £3.8 million
  - jobs created/safeguarded - 79/160



- Launch of Business Advantage programme
- The Alchemy Exchange



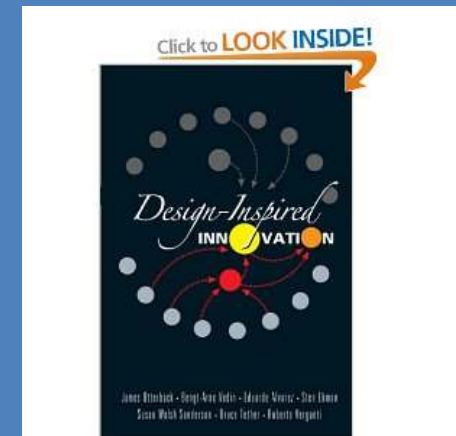
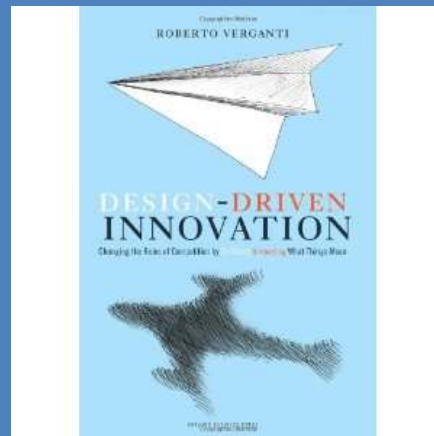
# Constraints (and opportunities)

- Assessment methodologies not in place
- Devolved programme management
- Multidisciplinary integration absent
- Academic capacity & priorities



# Inspiration: Design

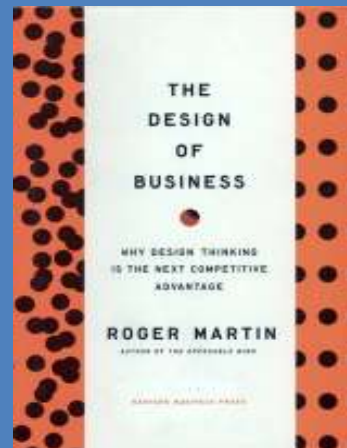
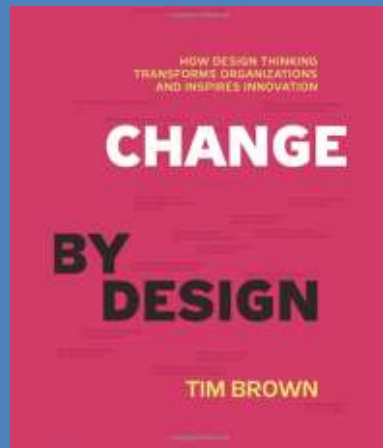
- Our Design Futures CIC experience
- Design impact on innovation evidence
  - *Design in Britain* (Design Council, 2005)
  - Designing Demand results (Ward et al, 2009)
  - Design research more accessible to business press





# Inspiration: Design

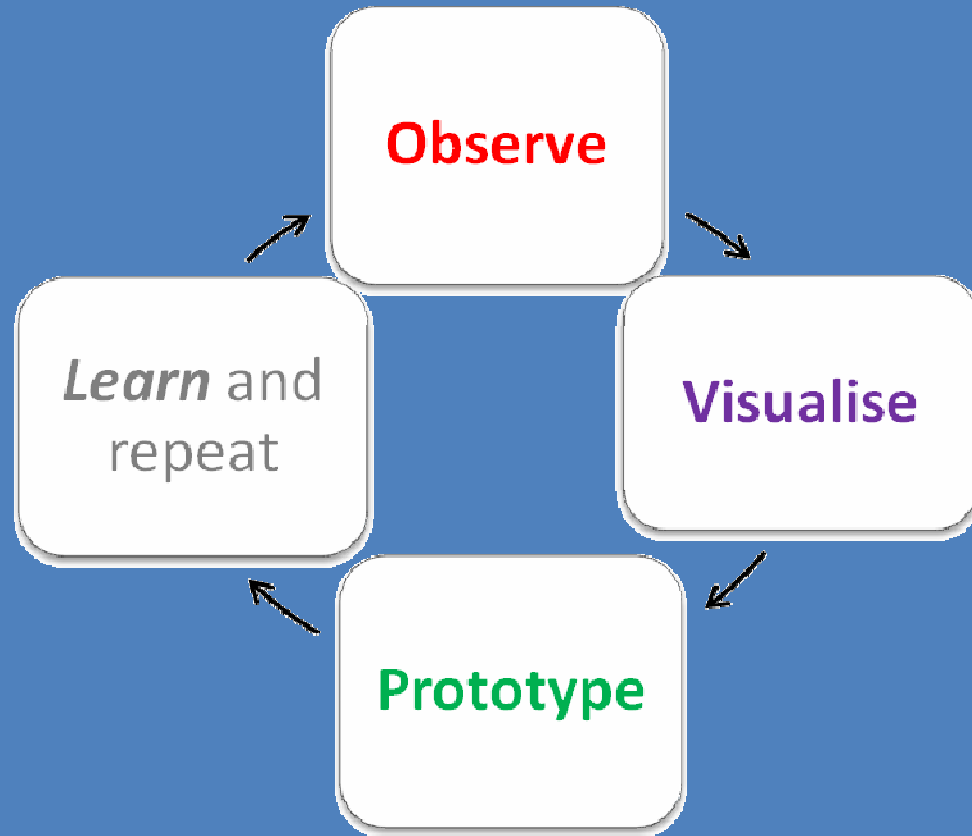
- Design thinking - multidisciplinary & integrative



- Design as a knowledge agent

*Bertola & Teixeira, (2002)*

# Our Response



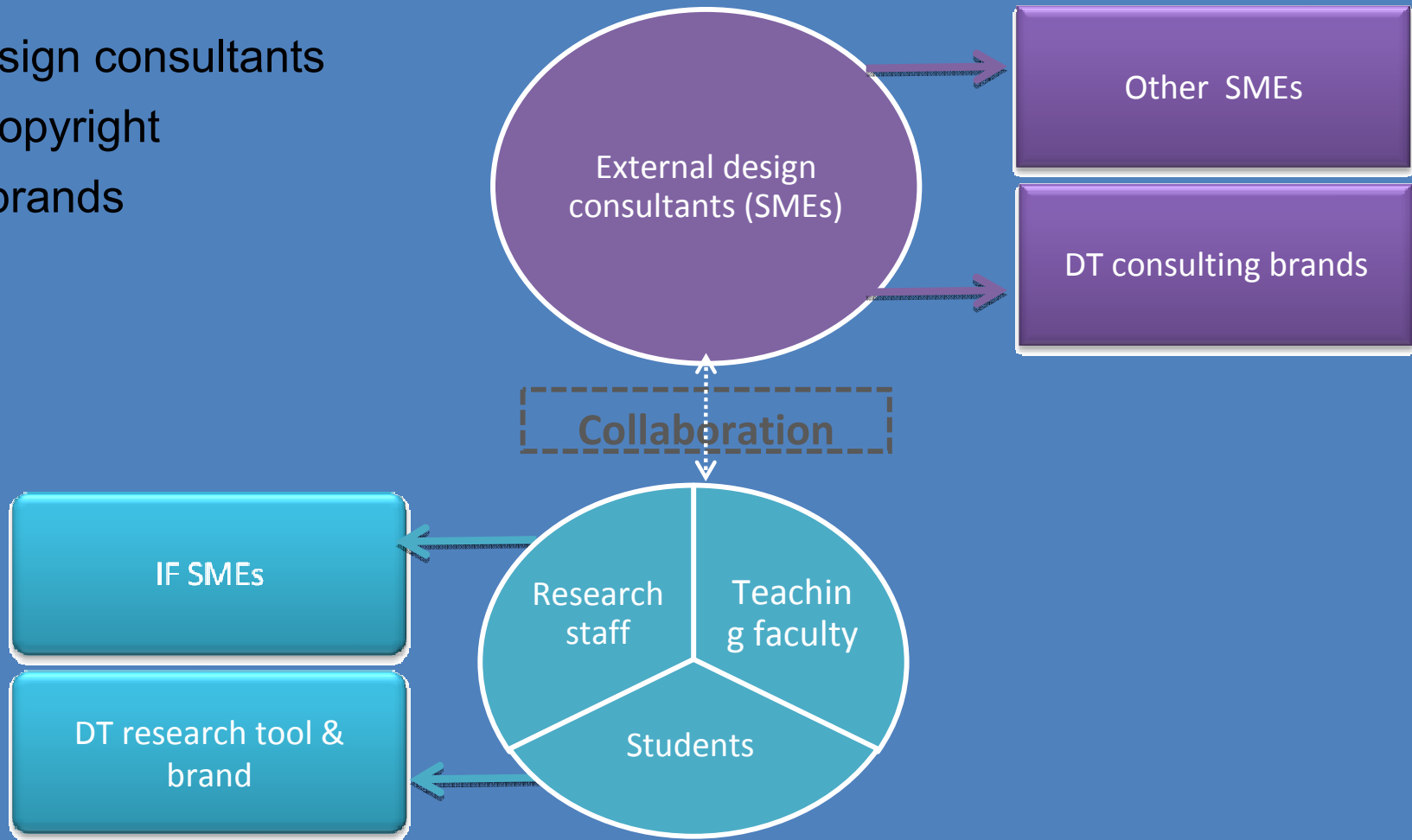
A design thinker's personality profile:

- Empathy
- Integrative thinking
- Optimism
- Experimentalism
- Collaboration

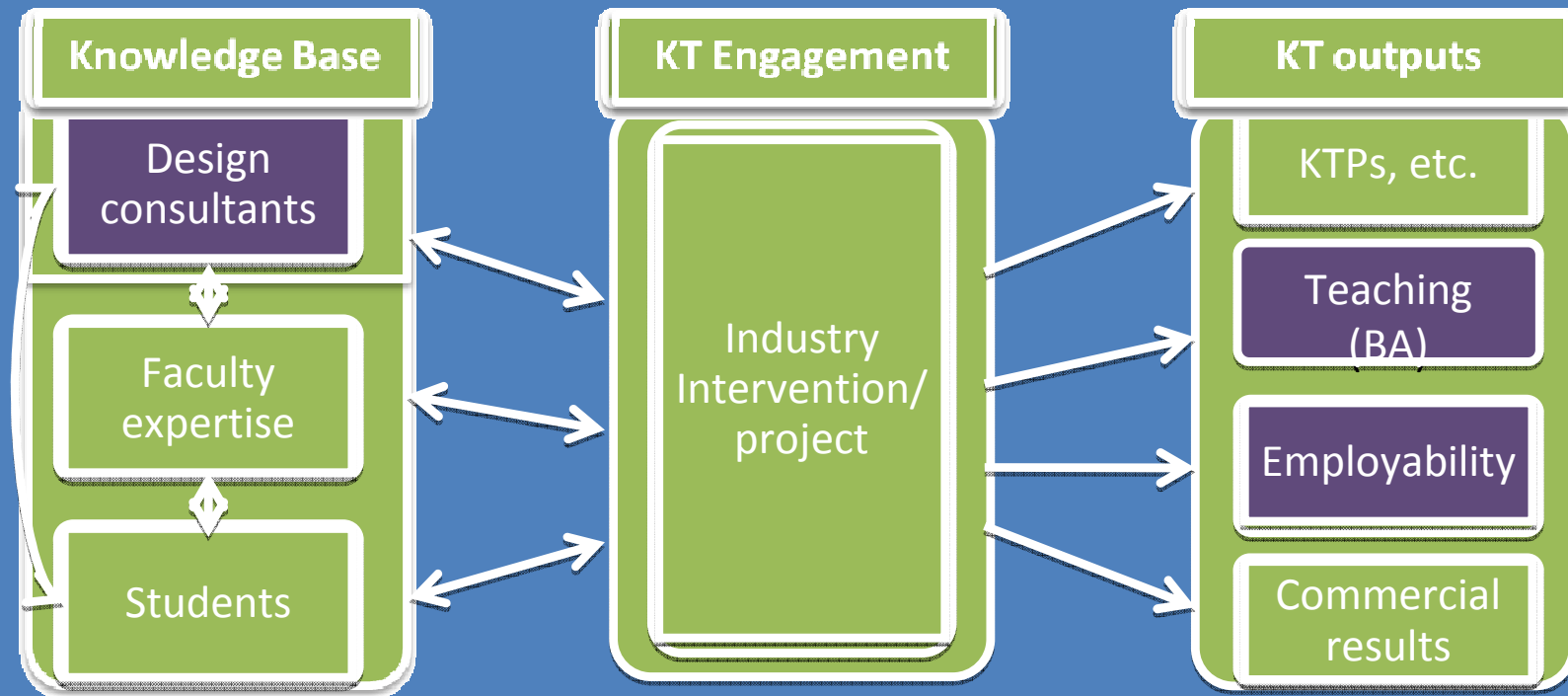
(Brown, 2009)

# Our Response - a Prototype Concept

- Three design consultants
- Shared copyright
- Multiple brands



# Our Aim - Maximize KT Assets & ROI



# Implications and Next Steps

- It's just the start . . .
- Goals
  - High impact IF outputs
  - Network commercial benefits
  - New, relevant CPD and course modules
  - Research proposals & REF contributions
  - KT framework contributions
- Research opportunities
  - "Design thinking" assessment framework and tool
  - Economic impact of IP framework
  - Industry-HEI new course prototyping

# thank you

email:

[g.wyman@shu.ac.uk](mailto:g.wyman@shu.ac.uk)

[r.barton@shu.ac.uk](mailto:r.barton@shu.ac.uk)