

## Strategic Technology and Innovation Management Programme 2019

# Benchmark analysis of STIM consortium engagement

Andrea Piccaluga – [andrea.piccaluga@santannapisa.it](mailto:andrea.piccaluga@santannapisa.it)

Alberto Di Minin – [alberto.diminin@santannapisa.it](mailto:alberto.diminin@santannapisa.it)

Antonio Crupi – [antonio.crupi@santannapisa.it](mailto:antonio.crupi@santannapisa.it)

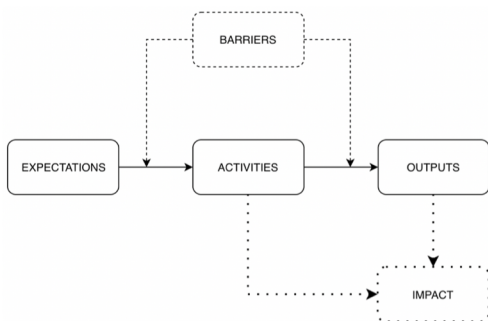
Alberto Caviglia – [alberto.caviglia@santannapisa.it](mailto:alberto.caviglia@santannapisa.it)

Project #17 aims to benchmark the engagement between academia and industry stimulated by the STIM Consortium while understanding possible relationship-enhancers and bottlenecks in the collaborations.

## Aims

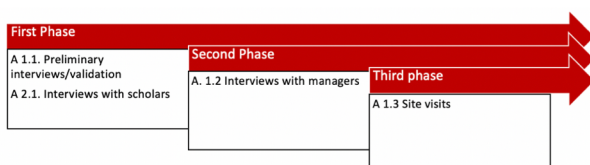
Interacting with companies and scholars involved in STIM to investigate:

- the reasons of the engagement;
- the activities conducted;
- the relationships developed;
- the results achieved.



## Progress

- November 2018 STIM lunch meeting, the team performed nine exploratory interviews to validate the list of questions.
- First semester of 2019 semi-structured interviews (duration 60 minutes), to 21 scholars and 11 managers who offered a comprehensive view of the engagement dynamics.
- Two site visits.



## Deliverables

- Guidance (integrated with the literature) on good practice regarding Open Innovation Engagement Platforms.
- Benchmark based on STIM Consortium experience.
- Report on STIM Consortium performances.

## Industrial relevance

- STIM's workshops stimulate managers' ideas.
- STIM projects help organizations to solve organizational problems.
- "Network effect": managers interact in a no competitive environment sharing information and experience.
- STIM challenges managers and organizations ability to absorb external knowledge and to integrate it in the existing one.

## Further research

- Managers and Absorptive Capacity: how do managers choose projects?
- Profiling STIM participants: what are the best characteristics for a participating managers (skills, interests, and position)?
- Organizational challenges: how can organizations ease the transfer of the knowledge acquired in STIM within their boundaries?