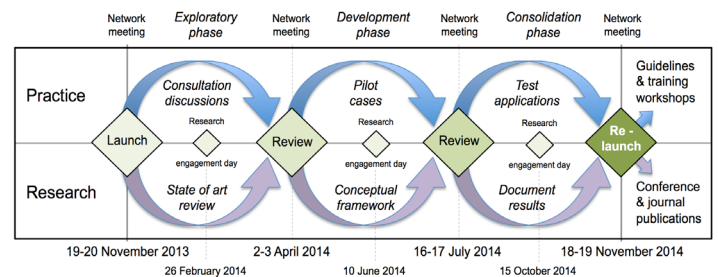


Strategic Technology & Innovation Management Consortium (STIM)



OVERVIEW

The Strategic Technology & Innovation Management (STIM) Consortium is a practice-oriented research and networking collaboration between industrial member companies and the Centre for Technology Management. Three Consortium network meetings are held each year, providing an opportunity to review progress, influence direction of research projects, and share best practice, supported by project level meetings and workshops.



Aims and benefits

Members of the Consortium benefit from:

- Access to a network of firms from a range of industry sectors to share experience through a regular series of meetings and engagement in individual research projects.
- The opportunity to influence the direction of research and development, with the associated early benefits gained through participation in case studies and application pilots.
- Transfer and application of methods developed, supported by guidance notes and training packages.

Annual Programme

The STIM Consortium is an annual rolling programme, comprising three broad phases:

- 1. Exploration:** consultation to understand industrial context, issues and priorities, combined with state-of-the-art review.
- 2. Development:** pilot case studies to develop practical approaches and underpinning conceptual frameworks.
- 3. Consolidation:** test applications and documentation of results in the form of managerial guidelines, training materials and academic publications.

To find out more about STIM contact:

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www.ifm.eng.cam.ac.uk/research/ctm/stim



STIM Consortium Research Projects

The 2014 Strategic Technology & Innovation Management (STIM) Consortium programme comprises nine research projects:

1. How technology intelligence is assimilated in decision making

By focusing on the progression of decision-makers' awareness of emerging technologies, the project aims to identify how emerging technologies move up in importance in firm strategy.

Contact: Dr Letizia Mortara (lm367@cam.ac.uk)

2. 'Marketing' process for technology

This project aims to develop an approach to identify problems that a technology can solve, at the earlier stages of the innovation, to enhance the exploitation opportunities technology can provide the business.

Contact: Dr Clare Farrukh (cjp22@cam.ac.uk)

3. Project portfolio selection for pre-commercial investigations

Evaluation and selection of early stage technological projects is challenging. This project builds on previous work to develop practical guidance in this area.

Contact: Professor Rick Mitchell (rfm26@cam.ac.uk)

4. Opportunities at the intersection between crowdsourcing and crowdfunding – capturing the 'white space' of R&D

'White space' opportunities are those with a poor fit to the current organisation and customers being served in fundamentally different ways. This project will explore the role that crowdsourcing and crowdfunding internet platforms might contribute to exploiting the opportunity presented by white space.

Contact: Dr Chris van der Hoven (cvdh@cantab.net)

5. Innovation simulation

Innovation education is essential for helping to improve the skills and decision-making of those involved in the innovation process. This project aims to develop an innovation simulation to help companies better understand the challenges of allocating resources appropriately when developing and launching new products.

Contact: Dr Simon Ford (sjf39@cam.ac.uk)

6. Scalable toolkit platform

Uptake and utilisation of management tools is a challenge in industry, especially given the need to select, adopt and integrate individual tools into a toolkit that can be implemented within their current organisational processes and systems. This research project will attempt to generate a scalable toolkit platform, through leveraging previous research and industrial engagements.

Contact: Dr Clive Kerr (civk2@cam.ac.uk)

7. Visualising portfolios

Portfolio perspectives are fundamental for managers and their common depiction is a basic 'bubble' chart. Typically, the execution of such visuals is relatively poor and lacks a robust approach to presentational style and information content. This project will develop a prototypal visual representation for depicting portfolios.

Contact: Dr Clive Kerr (civk2@cam.ac.uk)

8. Value creation and capture

Value creation for companies involved in R&D and product launch presents many challenges. This project builds on research highlighting the need for managers to track the value of work being done during the realisation states of a product. It focuses on how information can be communicated between stakeholders involved in assessing options, and ways in which the decisions taken can be tracked to project outcomes and value created.

Contact: Val Lynch (vbt21@cam.ac.uk)

9. Issues for R&D location with a focus on China

Is China a suitable location for conducting R&D activities? The aim of this project is to develop a checklist of important issues that a company must consider before locating its R&D activities in China.

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