Strategic **T**echnology and **I**nnovation **M**anagement Programme 2020

Interacting with universities: organisations' strategies for better engagement

**Antonio Crupi,
Alberto Di Minin,
Andrea Piccaluga**

antonio.crupi@santapisa.it,

alberto.diminin@santapisa.it,

andrea.piccaluga@santapisa.it

The study aims to frame a broad picture regarding the strategic choices and the organizational characteristics that help companies successfully engage with universities. The first step aims to identify and categorize STIM participants answering the questions: Who are they? What level of interest they have in cultivating the research ideas? What sort of power/position they have to better implement the ideas in the organizations? The second step focuses on the organizational dimensions exploring what happens after the engagement.

Aims

Exploring the knowledge sharing dynamics triggered by the management of STIM both at inter-organizational and intra-organizational levels.
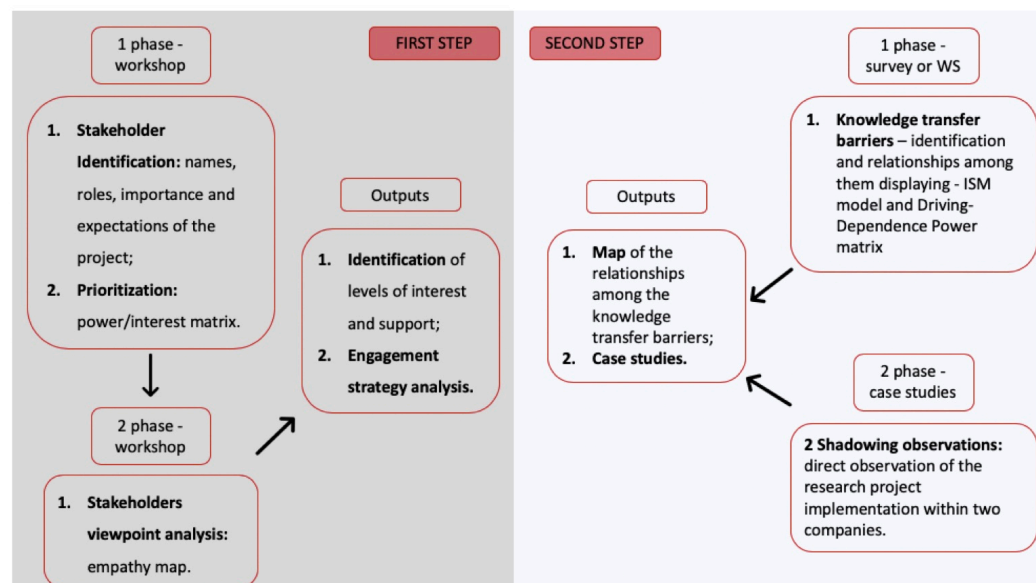
Progress

Inter-organizational level: we classified and made a list of the most important knowledge sharing barriers and we explored how STIM enables the exchange of information among participants

Intra-organizational level: we used the same framework to explore the dynamics of internal knowledge sharing processes after STIM meetings

Deliverables

Paper: "Open innovation environments as knowledge sharing enablers: the case of strategic technology and innovation management consortium"

Final report

Approach