

2020 Strategic Technology & Innovation Management Programme

Interacting with universities: investigation of organizations' strategies for better engagement

Contact: Dr Antonio Crupi antonio.crupi@santannapisa.it
 Prof Alberto Di Minin alberto.diminin@santannapisa.it
 Prof Andrea Piccaluga andrea.piccaluga@santannapisa.it

Industrial / managerial need addressed

What is the best attitude/background/interest to engage?
 What sort of power/position should I have to implement the ideas in my organizations better?
 What sort of barriers will I face in sharing the knowledge with my colleagues/supervisors?
 What is the best strategy to adopt to let the knowledge flowing in my organization?

Expected deliverables

- Stakeholders power/interest matrix
- Stakeholder viewpoint analysis (empathy map)
- Organization knowledge sharing barriers Driving-Dependence Power matrix
- Detailed report about the shadowing observation

Engagement opportunities

We aim at dealing with companies and scholars who are and have been involved in the present and past STIM programmes to run the stakeholders' analysis of the participants to map the interests and the expectations of the Consortium participants. Moreover, we also aim at investigating the barriers that bind managers in sharing the acquired knowledge within their organizations' boundaries. The general goal is to offer scholars and managers engaged in the Consortium an overview about the upstream and downstream engagement mechanisms.

Approach

