

2020 Strategic Technology & Innovation Management Programme

Actors engagement by system configuration types

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Industrial / managerial need addressed

It is widely agreed that it is important for companies developing new systems to identify early in the development process when to engage the right stakeholders, and be aware of available technologies and policies in the intended markets. This exploratory research intends to provide a mapping of who (human) and what (non-human) to be engaged by the configuration type that the new system belongs to. If such map exists, identifying the timing of which human and non-human actors to engage in the development process would be clearer.

Expected deliverables

- Report to STIM members on the feasibility of identifying actors and their engagement timing by configuration type
- If it is feasible, provide guideline to STIM members actor engagement mapping by configuration type for successful market launch

Engagement opportunities

STIM companies that have recently commercialised systems of products and services or have recently stopped a development project are welcome to participate. For each development project, data about which actors were engaged and should have been involved is collected via semi-structured interviews. Project documentations and/or interviews with the project manager and chief engineer would also be needed in order to understand the configuration type of the system. Participating company will receive the analysis of the system configuration type and a summary of actors involvement.

Each company can participate multiple times as one launched or halted development project is considered as one case for this project.

Approach

This project is going to use a case study approach, where a case is a launched or halted development project. STIM companies interested in participating will be asked to provide some basic information about the new development, so that the researcher can identify the configuration type of the new system in the case. Then, the individuals participated in the development project are invited to participate in a semi-structured interview for data on actors engagement is to be collected.