

K3. Keynote Lecture III

A checklist to help improve knowledge transfer strategies



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Knowledge transfer is a process by which knowledge is moved from one party to another in order to develop or improve products, services, or production processes leading to the creation of value for clients or users. Knowledge transfer is not a goal in itself. Research knowledge (articles, systematic reviews, guidelines, etc.) is about generic principles. These principles work in laboratories. There is a need to fill the gap between generic principles and applications in goods, services, technologies, and practices. We need a conceptual framework to help us at translating knowledge into economic and social value. A business model provides such a framework because it helps to link knowledge to value. With respect to knowledge transfer, a business model achieves four functions performed as a sequential four-stage process that involves: knowledge value identification, knowledge value creation, knowledge value communication, and knowledge value extraction. The presentation will discuss the complementary tasks that managers must perform across these four stages.

