Workshop

“Stimulating Knowledge Transfer: Challenges and Policy Responses”

Panel 4

Knowledge Transfer to ‘non high-tech’ industry and services

Contribution by

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Preliminary Remarks (1)

- Knowledge transfer or **Knowledge sharing**?
- What can be transferred is the knowledge support (or conveyor), not the knowledge itself
- “I can explain it to you... but I cannot understand it for you” (Anonymous): Knowledge sharing requires the recipient to assign relevant meanings to the message received
- Relevance of ‘bridging’ instruments
Two types of knowledge to be combined (Pavitt, 1998)

- **Body of Understanding**: Know-Why
- **Body of Practice**: Know-How

Such combination requires a common language, ‘bridging’ parties, and dialogue
Responding the Questions

- I will address Q1 and Q2 only
- I assume that other members of the Panel are better able to respond Q3
Q1: How to initiate a virtuous circle between the demand for innovation and the offer of innovative solutions in a context of low absorptive capacity?

- Increase SMEs’ capacities: people, people, people...
- Understand (latent) demand
- Speak the SMEs’ language and avoid a ‘superiority complex’
- Focus on ‘bridging’
- The role of region- or industry-based company associations: the case of the automotive industry
Q 2: How can public support trigger such virtuous circle?

❖ **Stimulating Demand**
  ✓ **Injecting new blood**: Recruitment of Skilled People
  ✓ **Improving Managerial Capabilities**: On-the-job training
  ✓ **Promoting scale**: Aggregating demand (Company Associations)
  ✓ **Fostering imitation and emulation**: Making good practice visible
  ✓ **Encouraging linkages**: Vouchers, suppliers’ clubs, regional clubs…

❖ **Promoting Management and Technology Support**
  ✓ **Promoting effective intermediaries**: Implement and improve CIT
  ✓ **Rethinking public (and public-private) extension services**
  ✓ **Developing support Apps**
Thank you very much for the attention!!!

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