

Experience-Oriented Knowledge Organisation for the Transference of Scientific Knowledge from Universities to SMEs

Lykke, Marianne; Løkkegaard, Sarai; Jantzen, Christian

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EXPERIENCE-ORIENTED KNOWLEDGE ORGANISATION FOR THE TRANSFERENCE OF SCIENTIFIC KNOWLEDGE FROM UNIVERSITIES TO SMES

MARIANNE LYKKE
SARAI LØKKEGAARD
CHRISTIAN JANTZEN



AALBORG UNIVERSITY
DENMARK

Background

- Many universities use generic pathways such as research management systems to disseminate knowledge to the public
- SMEs prefer to use generic pathways, e.g. published research rather than relational pathways, e.g. faculty consulting when interacting with universities (De Zubielqui, 2015)
- Interaction is not unproblematic. Several researchers recommend to develop the interface design to make scientific knowledge more visible and understandable (Ranga et al., 2008)

Literature review

- 1) Promoting
- 2) Exemplifying
- 3) Reorganizing
- 4) Concretizing
- 5) Providing

(Løkkegaard & Lykke, 2018)



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Dynamics and Promotion Triads in Meeting Destinations:

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FORSKERE PÅ AAU



Jensen, Søren Holdt

Professor

shj@es.aau.dk

Det Tekniske Fakultet for IT og

Design

Institut for Elektroniske Systemer

Signal and Information

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Person: VIP

KONTAKT AAU

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Research questions

- *How do we design an experiential knowledge organisation system (KOS) that supports knowledge transfer in the form of scientific publications between universities and SMEs?*
- *How do we form and organize the access points and descriptions of the scientific publications with the purpose to support navigation and searching of scientific knowledge?*



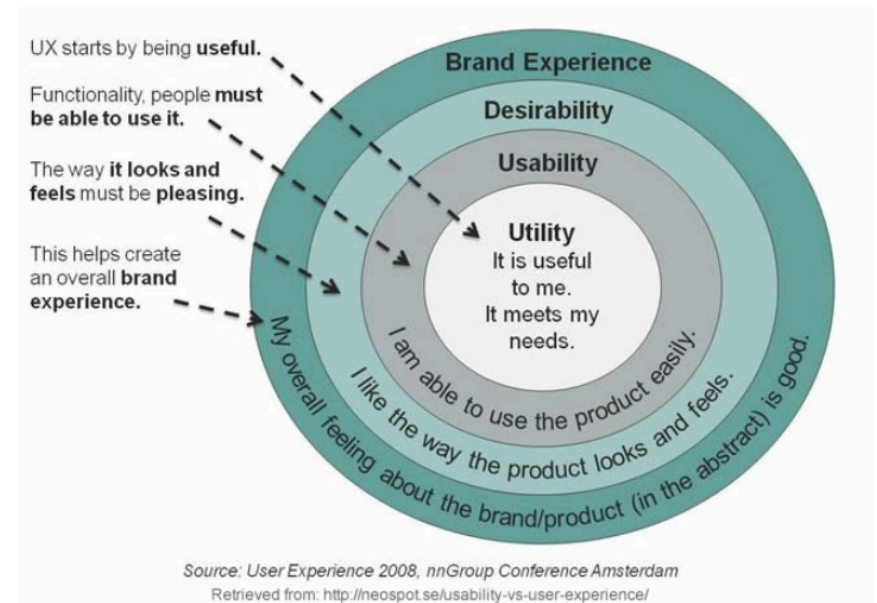
Research design

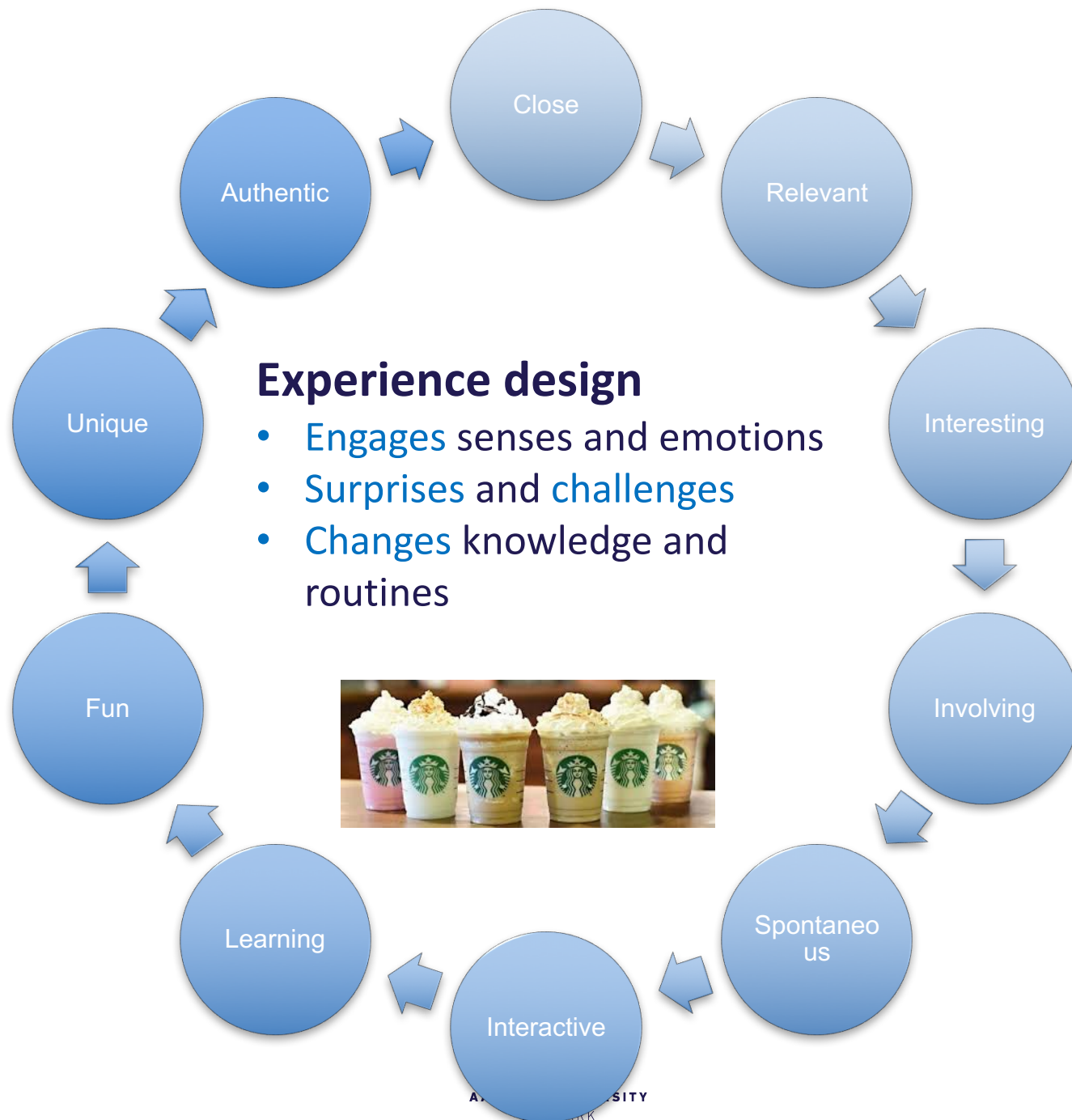
- Literature review
- Situational analysis of information practice of 8 SMEs
 - Interviews with 8 CEOs
 - Walk-alongs to experience ways of working
 - Interviews with 29 employees
- Design workshops with 12 main stakeholders to specify interface design



Key points from practice study

- SMEs find **scientific knowledge** **useful** and interesting
- Online searching is preferred for **pressing situations**
- Social media-like browsing is preferred for **new ideas**
- Important challenges
 - Time
 - Ignorance
 - “Heavy” and “not-result-oriented”
- Communication and translation -> **narratives**





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Experiential KO for SMEs

Close: everyday organisation and labelling

Spontaneous: random ordering



Arbejdsmiljø



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Forretningsudvikling



UDFORSK



Innovation



UDFORSK



Bæredygtighed



UDFORSK



Ledelse



Medarbejderudvikling



**Marketing og
Kommunikation**



Iværksætter

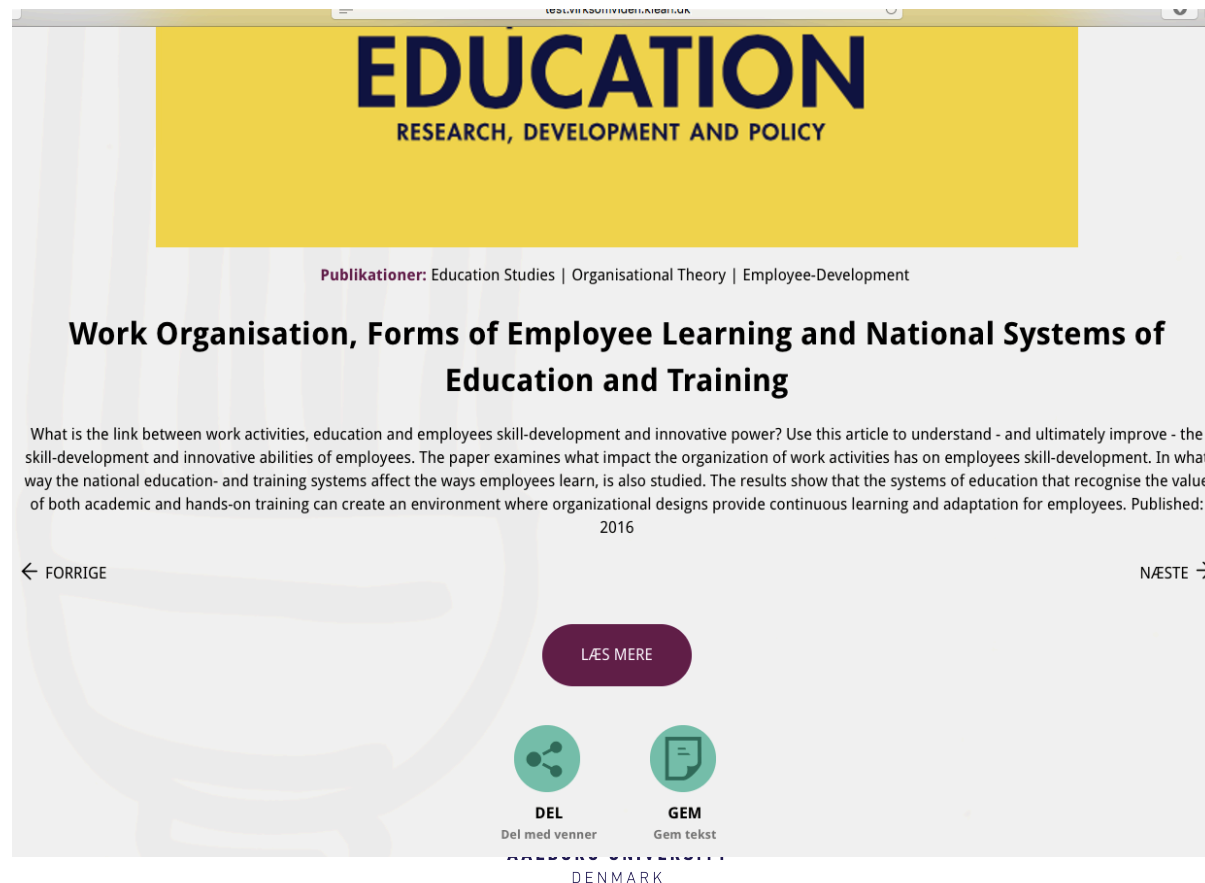


Experiential KO for SMEs

Interesting: surprising teasers

Relevant: short, result-oriented descriptions

Interactive: Possible to save, share, look for related content




Experiential KO for SMEs

Involving: multimodality and multiple routes

Spaghetti Bolognese | Pasta Recipes | Jamie Oliver

Du kan også se videoer




Chris McKnett
'The investment logic for sustainability'
TED talks

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Bæredygtighed

Forskere indenfor området



Morten Ziethen
Gæsteforelæser
Det Humanistiske Fakultet

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Videnskab.dk om 'miljø'
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Summing up

- Focus on KO design for generic pathways
- We analysed the characteristics of SMEs
- We used experience design to meet the challenges of SMEs
- Concerning ignorance and unawareness we are only half way. We met the users, but not the “ignorants”
- Next steps:
 - Evaluation
 - Attraction

