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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VBN-redaktionen
E-mail: vbn@aub.aau.dk
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**
Experience design

- Engages senses and emotions
- Surprises and challenges
- Changes knowledge and routines
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  Publication: Tidsskriftet

- Political Economies Come Home: On the Political Economies of Housing
  Publication: Tidsskriftet
Experiential KO for SMEs

Close: everyday organisation and labelling

Spontaneous: random ordering

Arbejdsmiljø
Forretningsudvikling
Innovation
Bæredygtighed

Ledelse
Medarbejderudvikling
Marketing og Kommunikation
Iværksætteri
Experiential KO for SMEs

Interesting: surprising teasers

Relevant: short, result-oriented descriptions

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

Work Organisation, Forms of Employee Learning and National Systems of Education and Training

What is the link between work activities, education and employees skill-development and innovative power? Use this article to understand - and ultimately improve - the skill-development and innovative abilities of employees. The paper examines what impact the organization of work activities has on employees skill-development. In what way the national education- and training systems affect the ways employees learn, is also studied. The results show that the systems of education that recognise the value of both academic and hands-on training can create an environment where organizational designs provide continuous learning and adaptation for employees. Published: 2016
Experiential KO for SMEs

Involving: multimodality and multiple routes
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