



UNIVERSITY OF GOTHENBURG

# Managing Knowledge Assets in University Research Settings

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Kiev, Ukraine



# The Knowledge Economy

From...



- Production-oriented industry
- Hierarchical organization
- Laborers
- Start-ups starting locally
- Universities as ...
- Cities and regions as ...

To...



- Technology, brand and service-based ventures
- Network-based organization
- Strategic human resources
- Start-ups starting globally
- Universities as ...
- Cities and regions as ...

*“Ideas and innovations have become the most important resource, replacing land, energy and raw materials”*

The Economist 2005

*“Business in the next decade will change more than in the last 100 years”*

Jack Welch, fm CEO, GE



## The commodity...





– *The evolution of business thinking, strategy and models*

”We don’t only grow and produce a commodity  
– we provide a brand/concept”



<p>A SELECTION OF 12 PREMIUM BLENDS</p>	<p>A LARGE RANGE OF COFFEE MACHINES</p>	<p>A CLUB : EASY CONTACT AND ORDERING BY TELEPHONE, FAX OR ONLINE</p>
<p>A unique system for the perfect espresso every time</p>		



## The product ...

### Volvo144S and 142S



### Data sheet, the Volvo144S and 142S



The Volvo 144S four-door sedan is equipped with the Series B18, 115 horsepower engine and four wheel, power assisted disc brakes. It is available with a fully synchronized four-speed transmission with floor-mounted gearshift lever or a three-speed automatic transmission with the shift lever mounted on the steering column.

**Engine**  
Type B18. Four cylinders, overhead valves, five-bearing crankshaft, twin horizontal carburetors with "Dual Induction" exhaust emission control system. Oil cooler. Full flow oil filter.  
Bore ..... 3.113 in.  
Stroke ..... 3.150 in.  
Displacement ..... 109 cu. in.  
Maximum Output ..... 115 b.h.p. SAE at 6,000 r.p.m.  
Maximum Torque ..... 112 ft. lb. SAE at 4,000 r.p.m.  
Compression Ratio: 10.0:1

**Transmissions**  
Four-speed, fully synchronized with floor-mounted gearshift lever. Standard "H" pattern.  
Ratios: 1st ..... 3.13:1  
2nd ..... 1.99:1  
3rd ..... 1.36:1  
4th ..... 1.00:1  
Reverse ..... 3.25:1

**Optional:** Automatic, three-speed: Column-mounted shift lever. Standard P-R-N-D-L gear quadrant.

**Rear Axle**  
Hypoid type  
Ratio: 4.1:1

**Cooling System**  
Sealed, with antifreeze. Coolant circulation by engine driven pump. Capacity 2½ gallons. Transparent expansion tank.

**Fuel System**  
Twin horizontal carburetors supplied by mechanical pump. Tank capacity 15½ gallons.

**Electrical System**  
Voltage 12  
Battery capacity 60 amp. hrs.  
Generator output max. 360 W  
Starter motor output 1 h.p.

**Brake System**  
**Footbrake.** Power assisted four wheel disc brakes. Two circuits each operate on both front wheels and one rear wheel. Warning light turns on if one circuit fails. Single circuit provides 80% of full four wheel braking efficiency. Special rear wheel pressure relief valves assure maximum stability during emergency stops.  
Front: Self-adjusting 11.6" discs—pad area 23 sq. in.  
Rear: Self-adjusting 11.6" discs—pad area 14½ sq. in.

**Parking Brake.** Separate mechanically operated rear wheel drum brake system. Lining area 27 sq. in. Warning light on dashboard. Quick release handbrake lever located between driver's seat and door.

**Wheels and Tires**  
Balanced pressed steel wheels with safety rims. Stainless steel hubcaps. White sidewall, wide-base, low-profile, tubeless tires.  
Rim size: 4½ x 15"  
Tire size: 165 S 15 (6.85 x 15")

**Chassis**  
**Front Suspension.** Independent with rubber-mounted control arms. Steering knuckles supported by ball joints. Anti-dive bar. Coil springs with telescopic shock absorbers.  
No lubrication of front suspension and drive shaft components is necessary.

**Rear Suspension.** Solid rear axle carried by longitudinal rubber-mounted control arms. Transverse location by rubber-mounted track rod. Coil springs with telescopic shock absorbers.

**Steering.** Cam and roller type with 4 turns lock to lock. Recirculating steering wheel. Collapsible steering column.  
Turning circle: Between curbs ..... 30'4"

**Body**  
Integral all-welded steel. Completely rust-proofed and undercoated. Passenger compartment surrounded with bonded steel members. Impact absorbing front and rear body sections. Front and rear wrap around bumpers with full rubber inserts.

**Instrumentation.** Speedometer, odometer, tripmeter, fuel gauge, water temperature gauge. Generator, oil pressure, headlight beam, directional signal and parking brake warning lights. Emergency flashers.

**Other standard equipment.** Three-point front seat belts. Rear-seat fitted with three lap belts. Reclining front bucket seats with headrests. Padded dashboard, sun visors, roof and interior. Deluxe vinyl upholstery and trim. Passenger assist handles front and rear. Pull down armrest in rear seat. Child-proof rear door locks. Thermostatically-controlled heater and defrost-er system. Front and rear window defrosters. Direct air duct to rear seat. Two fresh air in-takes. Two-speed electric blower. Two-speed electric windshield wipers with windshield washers.

Automatic back-up lights. Variable instrument lighting. Interior courtesy lights. Illuminated glove compartment. Side reflectors. Steering wheel lock incorporated with ignition lock. Exterior and interior rear view mirrors. Cigarette lighter. Front and rear ashtrays. Tool kit and jack.

**Optional Equipment.** Includes: AM and AM/FM radios. Roof rack. Ski racks. Limited slip differential. Fitted spare gas can. Air conditioning. Bumper over-riders. Trim package... and a wide variety of other equipment designed to tailor-make a Volvo to your individual requirements.

**Dimensions and Weights**  
Length ..... 182.7"  
Width ..... 68.1"  
Height ..... 56.7"  
Wheelbase ..... 102.4"  
Track, front and rear ..... 53.1"  
Curb weight (approx.) 144S ..... 2600 lbs.  
142S ..... 2520 lbs.

The factory reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and also to discontinue models.



”We don’t only produce a product  
– **we provide a brand/concept**”

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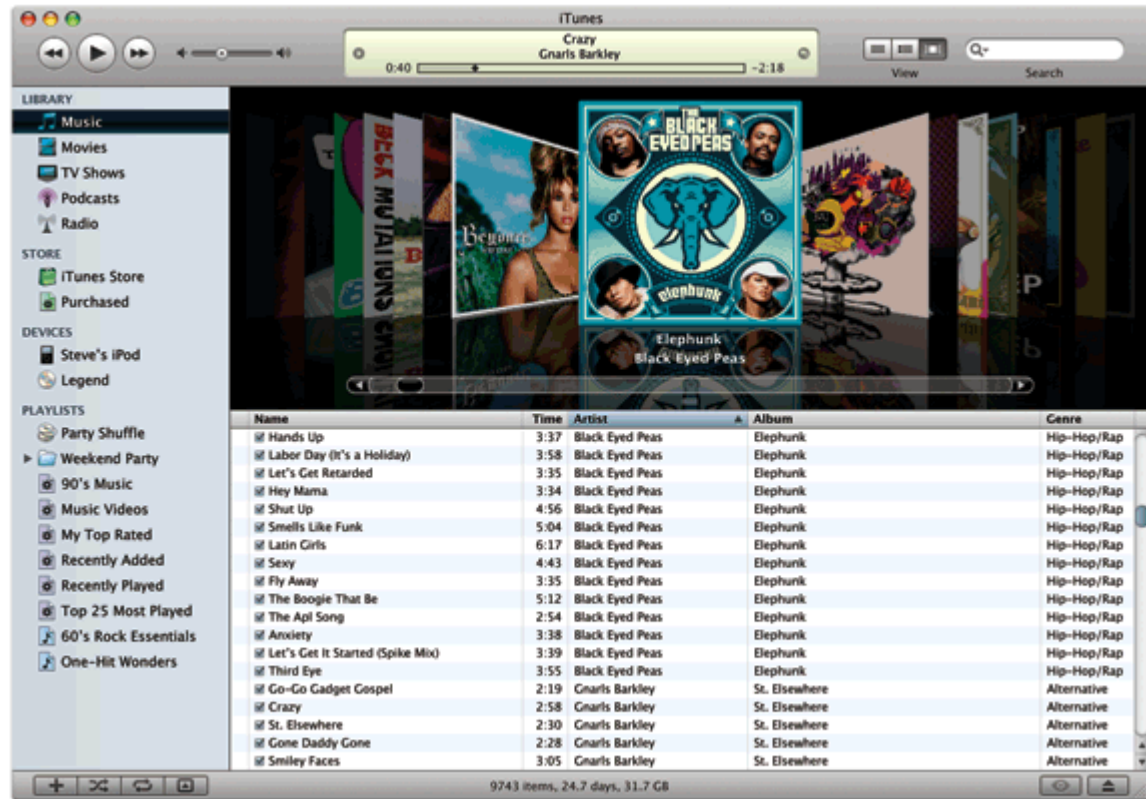
The product ...





– *The evolution of business thinking, strategy and models*

”We don’t only perform and produce physical products  
– we provide virtual products”



The Knowledge Economy does not just represent a shift in thinking for business but also impacts academic and research activities.



## Academia

- Education
- Research results
- Publications

- Research tools
- Diagnostic tools
- Production and development tools
- System innovations
- Databases and information collections



## Industry

- Products
- Services
- Licenses

**University and business activities are increasingly overlapping.**

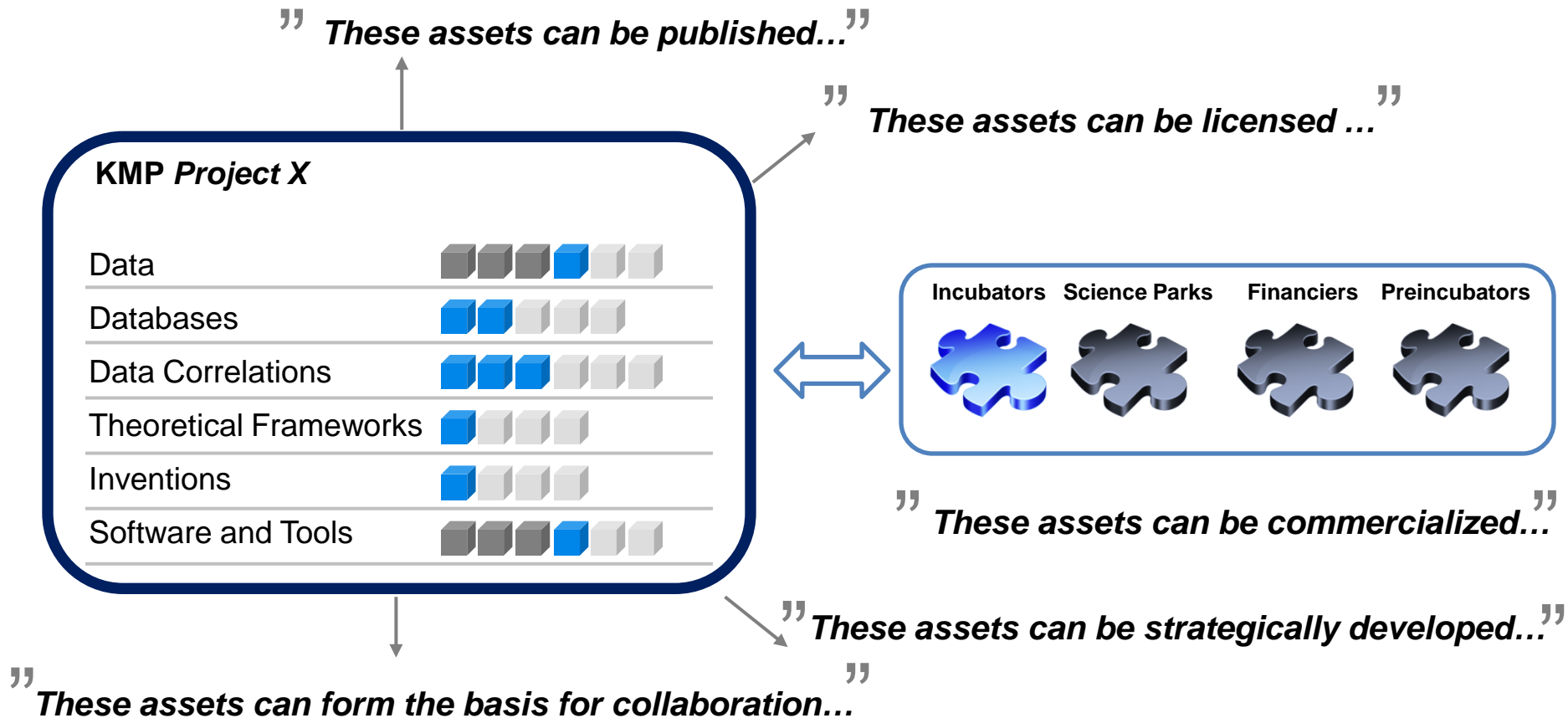


There are a number of general challenges which affect the future role of the university and the requirements from industry...

- Increased competitive academic and research environment across physical and stakeholder boundaries.
- Increased emphasis on the role of universities in knowledge development.
- Increasing challenges to uphold traditional academic values in the face of university-created assets being subject to claims.
- Increasing demand to generate value by public financiers.

**The university must be capable of taking on greater responsibility in facilitating use of knowledge assets.**

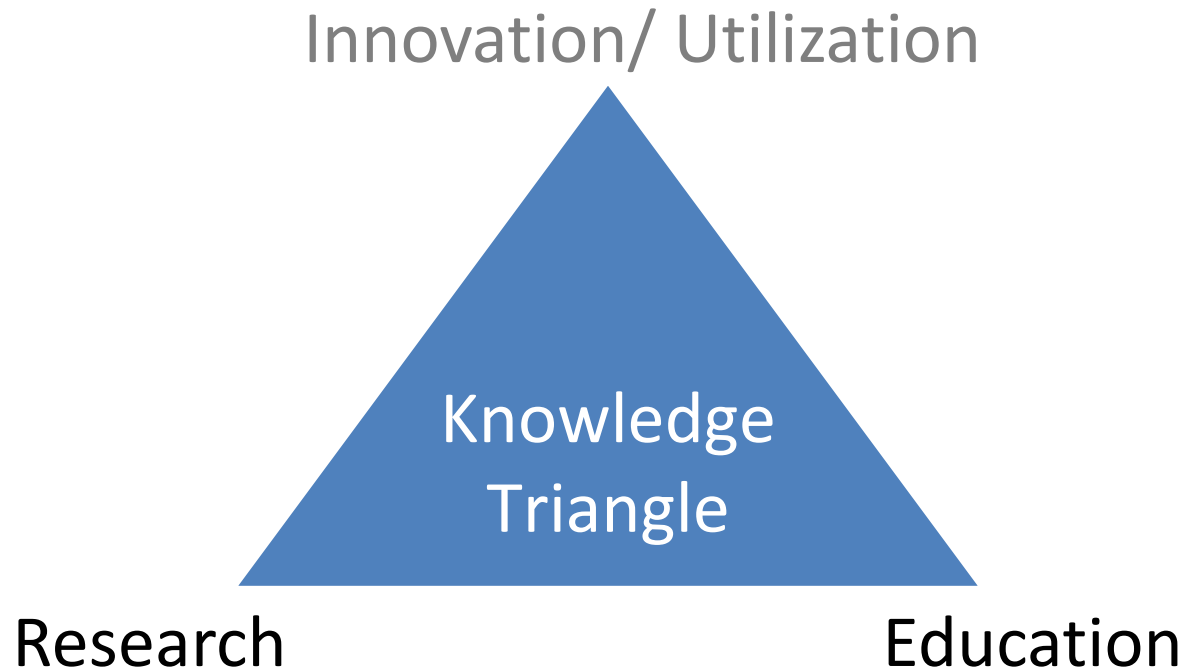
Specific challenges for public research organizations...



**The university must be capable of strategically managing knowledge assets.**

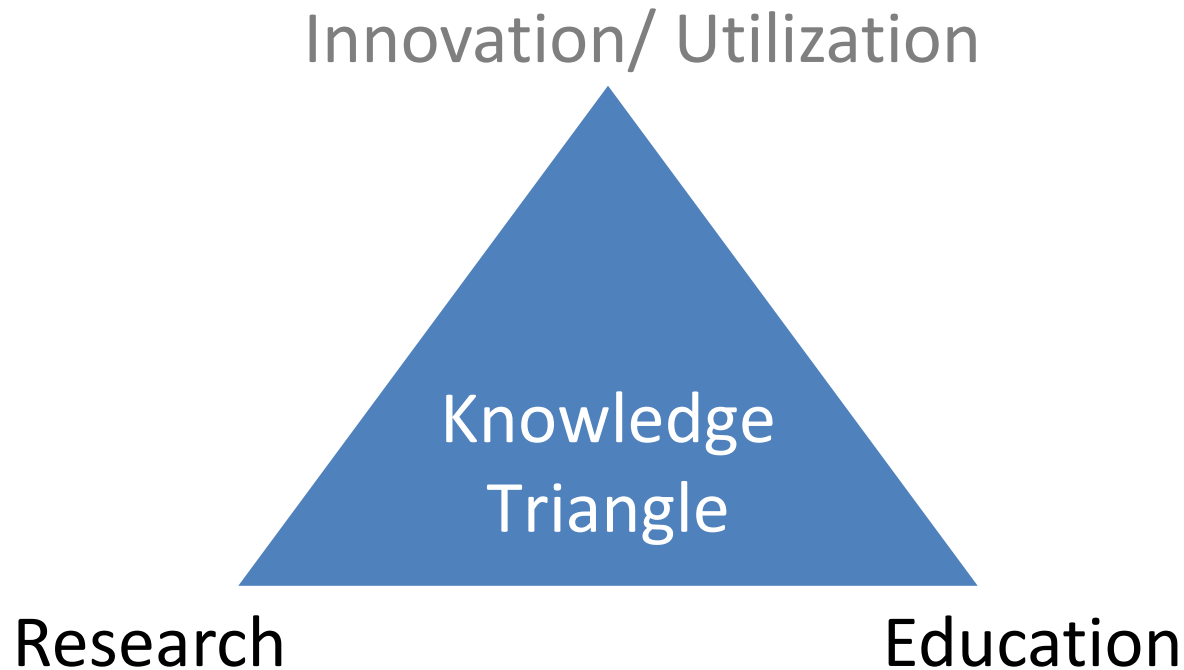


The concept of the Knowledge Triangle as a starting point for addressing the challenges in the university setting...





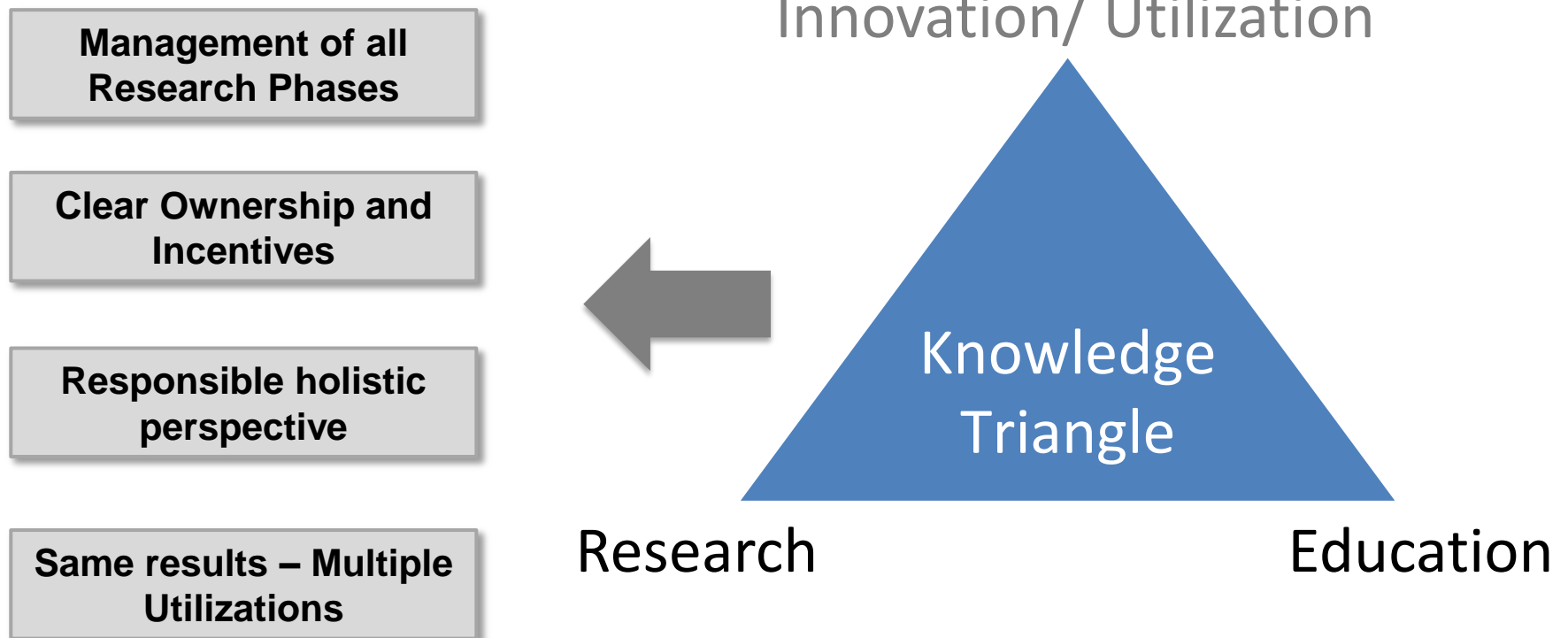
The concept of the Knowledge Triangle as a starting point for addressing the challenges in the university setting...



**... but what does implementing the Knowledge Triangle mean in practice?**



At University of Gothenburg, we see that implementing the Knowledge Triangle should facilitate the following:

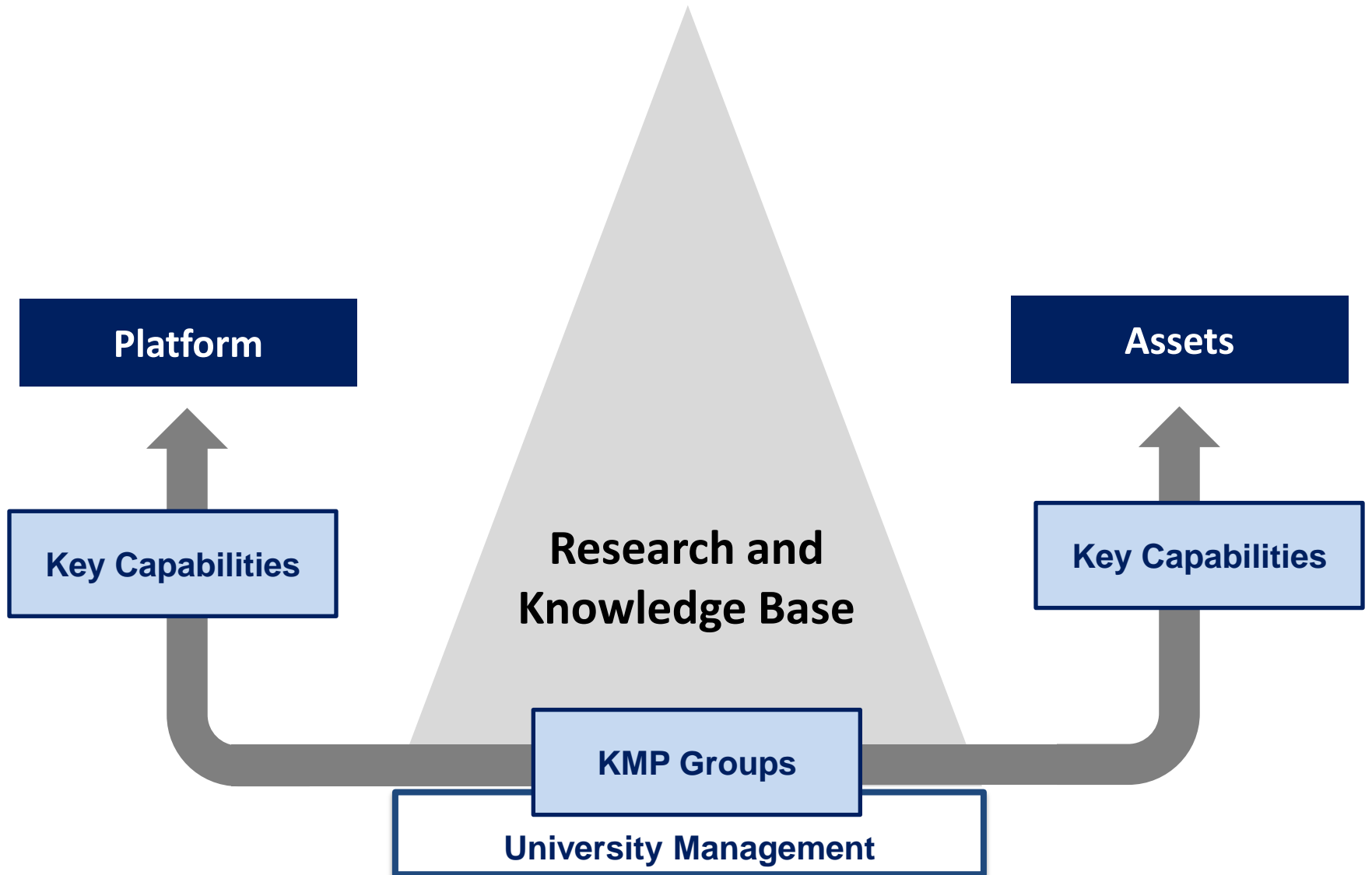




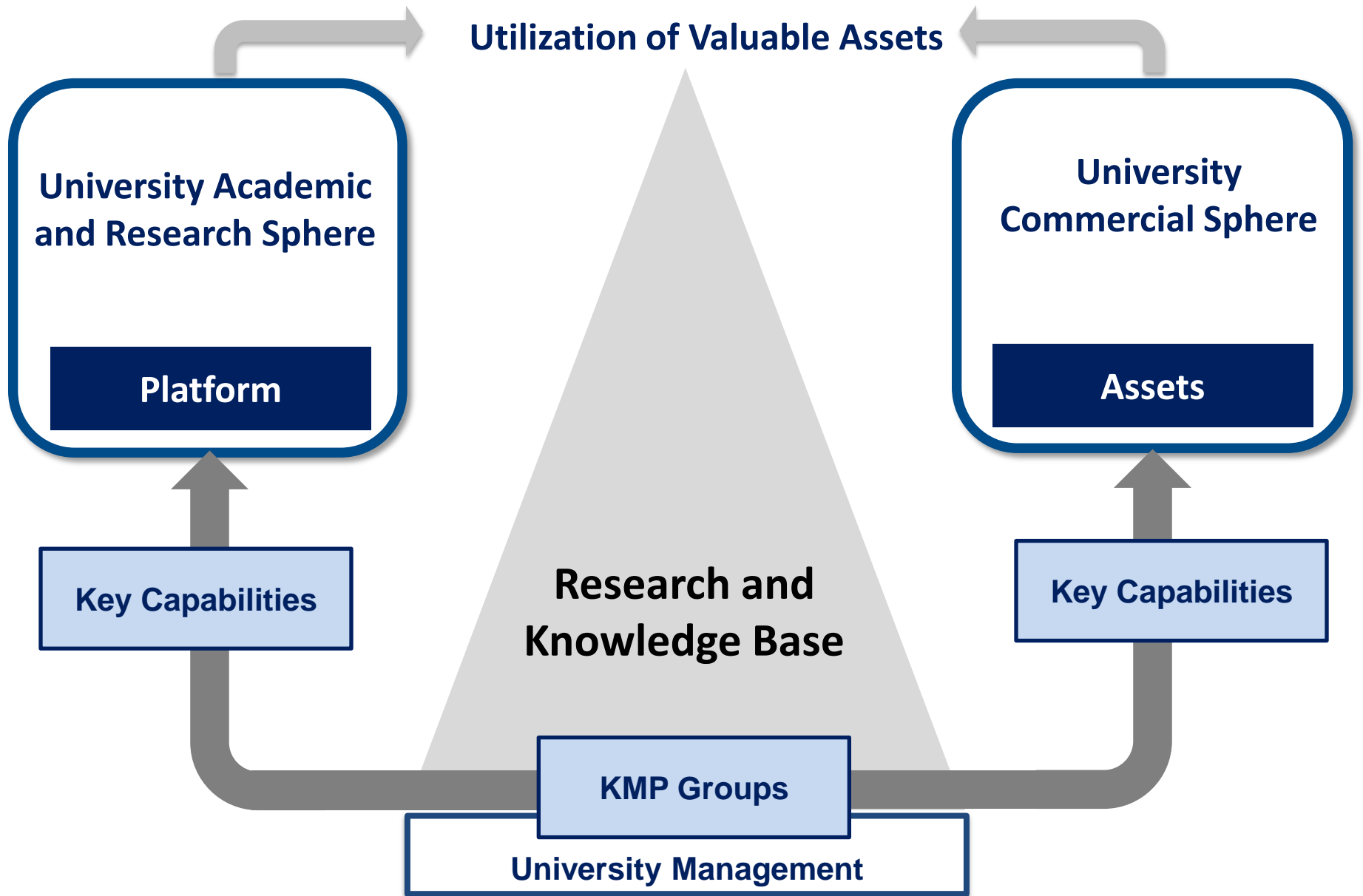
## What is a Knowledge Management Platform?

- A Knowledge Management Platform is a model for a university or public research organization to manage and implement the Knowledge Triangle.
- A Knowledge Management Platform facilitates the active management of research assets for *both* commercial and social benefit.
- University of Gothenburg's "KMP" Project is a project which has the goal to build and link together the necessary capabilities and processes to deliver strategic and holistic support to select strategic areas in a comprehensive organizational structure.

# The Knowledge Management Platform Model



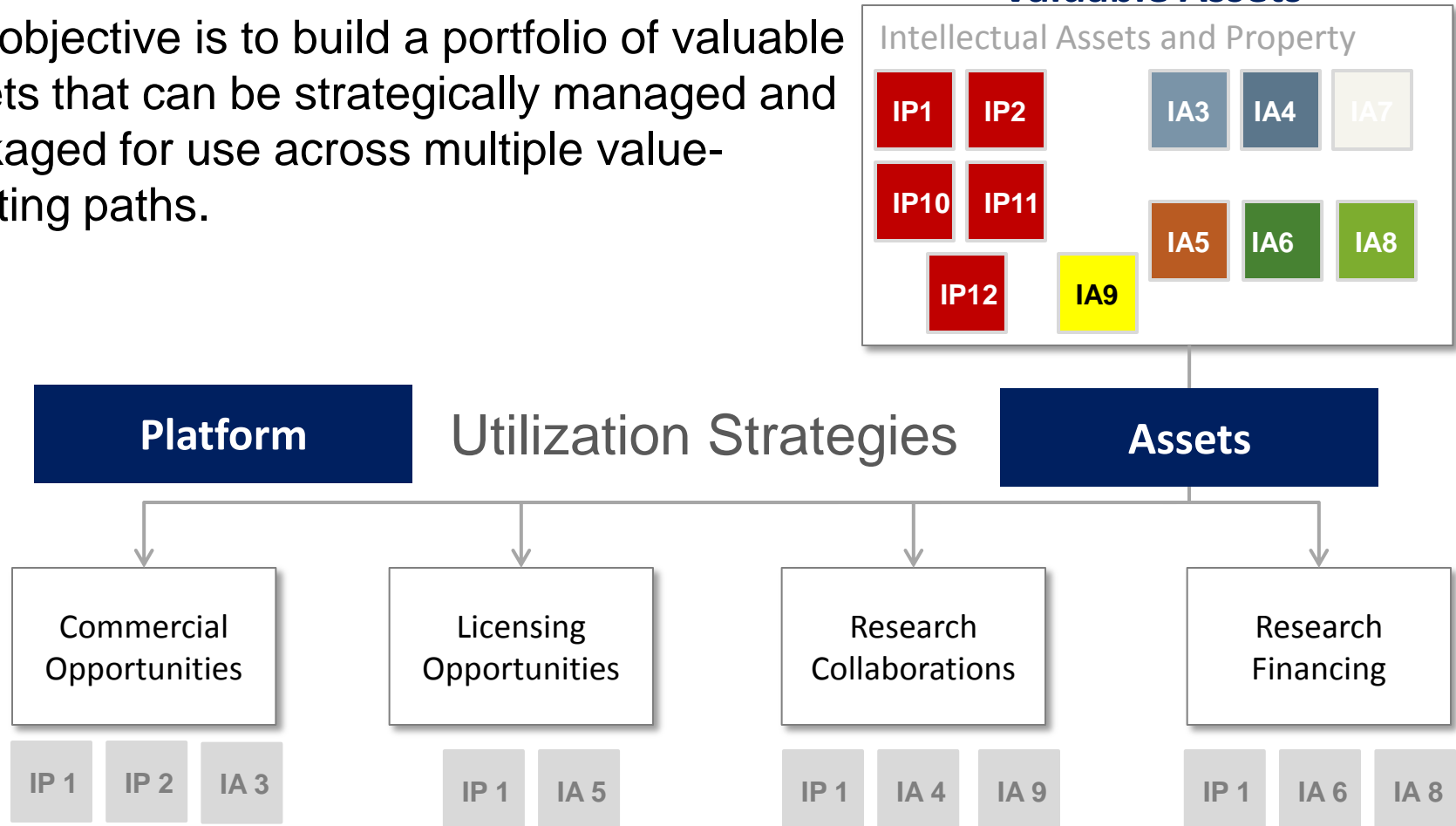
# The Knowledge Management Platform Model



## What will the Knowledge Management Platform do?

The objective is to build a portfolio of valuable assets that can be strategically managed and packaged for use across multiple value-creating paths.

### Build a Portfolio of Valuable Assets



# CIP FORUM 2011

May 29th – June 1st

Gothenburg, Sweden

<http://www.cipforum.org>

During four days, international thought leaders from academia, business and the public sector will meet in Gothenburg, Sweden. The CIP FORUM 2011 comprehensive 4-day program, featuring over 120 h of sessions, holds the overall theme “The New Wealth of Nations” and is planned to host over 500 persons from around the world.

## Preliminary Program

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	8.30 - 12.00 CIP Debates	8.30 - 12.00 CIP Debates	8.30 – 12.00 Project Roundtable  Invited only
LUNCH	LUNCH	LUNCH	LUNCH
14.00 – 17.30 Workshops	13.30 – 17.00 Specialization tracks	13.30 – 17.00 Specialization tracks	13.30 – 17.00 Project Roundtable  Invited only
17.30 – 20.00 Welcome reception	17.00 – 20.00 Hospitality event	17.00 – 20.00 Hospitality event	



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Thank you!