



An international workshop

On

“ Knowledge Markets,  
knowledge networks  
and  
the Joint Assets Issue”

Venue:

Faculté Jean Monnet  
54 Bd Desgranges  
92331 Sceaux

Salle : Georges Vedel

3 June 2010

Les partenaires de la Chaire



## Knowledge markets /knowledge flows as major issues for corporate strategies, organisational design and policy making

“Knowledge markets, knowledge Flows” are one of the “hub topics” under which we consider the deep transformation of the ways knowledge is shared, circulated and transacted in the knowledge economy. From the research , business and policy agendas perspectives, four problematic points and arguments, at least, can be put forward:

**1- *The articulation / equilibrium between transaction and information*** (knowledge flow). Indeed, under the industrial view, transaction is the hub of value creation. Transaction is expressed into monetary terms. Economic agents create value; whereas their customers destroy it (by consuming it). In the knowledge economy, value is created by co-production. Transaction is only one dimension of the value process. Information (knowledge) flow is an important aspect of the value creation process. Constellation (interstices) is a complementary way of value creation to sequences.

**2- *The issue of joint assets.*** Behind the constellation paradigm, lies the issue of considering value process from a systemic perspective, e.g. by considering organisational interstices as the hub of value creation. This of course calls for a deep shift in our thinking from the corporation as the unit of analysis (including in terms of accounting) to joint organisations as the new hub for value. Hence the importance of joint intangible assets as an important perspective.

**3-*The emergence of new forms of “transacting”, targeting primarily intangibles.*** Indeed, intangibles are more and more the subject of ad hoc autonomous markets. This is already observable for patents, with auctions (e.g. the OCEAN TOMO model), and also with unexpected field of experimentation, such as individual competences. Intangibles are no longer to be addressed as only as “inputs” in the “production process”, but also as autonomous items, potentially transactable in different marketplaces. This of course creates an open space for new players, but also poses important problems in terms of valuation and securisation. ***This process of autonomisation of intangibles is certainly an important tendency that should be better documented and evaluated by academic research.***

**4- *And more generally, the issue of new forms of organising, e.g. new Business Models.*** Business models for IPRs of course, ... more generally business models for knowledge flows. Here the main issue is understanding the dynamics of emerging practices while modeling them. At the outcome, what should be achieved is the definition of the structure of governance the most adapted to the requirements of these new forms of organising.

### The workshop objectives and structure

#### 1-The organisers

The workshop is organised by the European Chair on Intellectual capital Management (via its programme on “Strategizing Intangibles”), in partnership with its leading institutional and corporate sponsors (INPI, EPO, EADS among others), as well as with its professional network.

## **2- Objectives**

1. Bring together Executives, scholars, policy makers and leading media to discuss the issue of evaluating emerging practices and their possible modelling within new forms of organising : “knowledge markets and knowledge flows”
2. Evaluate possible differences in relevance and practices per sector (manufacturing versus services)
3. Evaluate the relevance of such practices for the business strategic agenda as well as for the policy agenda
4. Identify key issues, for research and action that need refinements within the corporate and policy agendas.

## **3- Participants**

- Executives from Innovation, licensing, IPRs, and other relevant functional areas (Finance, HR...)
- Researchers from these fields
- Policy makers from national as well international institutions

## **4- The organisation of the workshop**

- The workshop will be organised, on invitation, around individual and collective contributions. These contributions might be conceptual, but also –and mostly- empirical. The main aim here is *to identify critical issues related to knowledge markets and networks, based on emerging practices and analysis*. The workshop will search for contributions from practitioners, experts and scholars.
- Ideally, presentations, should be jointly presented (by a practitioner and an academic/expert)
- The workshop will be moderated by Ahmed Bounfour, Professor, European Chair on Intellectual Capital Management, University Paris-Sud.

## **5- The workshop key themes**

Four themes are proposed for the structuring of the agenda of the workshop. Each of these themes will be the subject of an ad hoc session:

- 1- Modeling knowledge markets, with a specific focus on collaborative research
- 2- Identifying and assessing the relevance of emerging practices
- 3- Evaluating new approaches to IPRs
- 4- Determining adapted metrics and scorecards

## **4- Funding /sponsorship**

The workshop will be funded under the European Chair on Intellectual Capital Management sponsorship programme

## Agenda

- "Introduction": Ahmed Bounfour, Professor, European Chair on Intellectual Capital Management, PESOR, University Paris-Sud

### **Session 1: Conditions of formation of knowledge networks : 9.15-10.30**

- "Knowledge markets and networks, Status of advance", Dominique Guellec, OECD
- Conditions for formation of knowledge networks: a geographical perspective", Johannes Glueckler, University of Heidelberg
- Knowledge markets and open innovation , Florence Durieux, Professor, PESOR, University Paris-Sud

Café Break: 10.30-11.00

### **Session 2: Knowledge markets against Networks ? 11.00-12.45**

- "Should external innovators be organized in collaborative communities or competitive markets?" , Karim Lakhani, Professor, Harvard Business School
- "Knowledge flow in aerospace & defense businesses", Michel Herouf, EADS (tbc)
- "IPRs in an open World" François Jamet, France Telecom
- "Are there limits to licensing", Alfred CHAOUAT, Director, Licensing, THOMSON (tbc)

Lunch Break : 12.45-14.00

### **Session 3: The transparency issue and the new business models: 14.00.15.45**

- "Modeling the construction of knowledge markets and open IP platform", Prof. Ulf Petrusson, University of Gothenburg
- Open rating of patents, Frédéric Caillaud, Director, Licensing , L'OREAL
- "IBM's view of IPRs valuation in the open innovation context", Nicolas Grollier, IP Law Counsel, IBM
- "Aggregating Scientific Knowledge, Innocentive business Model", David Ritter, CTO, InnoCentive  
15.45.16.15 Café Break

### **Session 4: Performance Measurement : 16.15-17.45**

- "The benefits of networks and Performance Measurement in Open Innovation", Ellen Enkel, Zeppelin University, Head of Dr Manfred Bischoff Institute of Innovation Management at EADS, Chair of Innovation Management
- " leveraging value from patents portfolios, the Caisse des dépôts programme, Patrick Terroir, Caisse des dépôts
- Licensing research , the CNRS experience, Benoit JEAN-JEAN, FIST SA
- "How the adoption of licence-based business models impacts on financial decision and IPO performance", Federic Munari, Professor, University of Bologna

### **17.45. Concluding remarks**