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## KITFEM News n° 5

### University of Salento hosts the First Intermediate Workshop of the European Horizon 2020 K.I.T.F.E.M. Project (22. & 23.01.2018)



Participating researchers from the KITFEM project

Hosted by the University of Salento at the Department of Engineering for Innovation, the KITFEM Intermediate Workshop took place in Lecce, Italy, on January 22nd and 23rd, 2018. KITFEM is an ambitious project on “Knowledge and Innovation in, to and from Emerging Markets”, that has received funding from the European Union’s Horizon 2020 research and innovation program under the Marie Skłodowska-Curie grant agreement No 734447. The workshop provided room not only to showcase the progress of research, but also to communicate its aims, scope and first results to the public and academic audiences. An additional objective was to stimulate future research collaborations within and beyond the KITFEM member organizations. 40 participants



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coming from the partnership's network, University of Salento, Bari, Udine, Naples as well as University of Salento's international visiting researchers attended the event.

After the welcome address by the Workshop's host Prof. Claudio Petti, Scientific Responsible of the KITFEM Project for the Department of Engineering for Innovation (DeFI) and the auspices of its Director Prof. Giuseppe Grassi, the Vice-Rector for Technical Scientific Area, Prof. Mariaenrica Frigione, gave an overview of the international activities and cooperation at University of Salento, which comprise collaborations around the world, student exchange programs and research international projects. The discussion about KITFEM's research was opened by Prof. Sylvia Rohlfer from CUNEF University and Coordinator of the project, who stressed its geographical, methodological and multi-disciplinary scope and the project's commitment towards communication and dissemination. This was followed by a round table presentation and discussion by working package (WP) lead researchers, which offered an overview on the actual and future research lines with the perspective of enhancing cooperation within and across the project partnership network.

To explore new trends in project-related research, the workshop counted with the intervention of Prof. Giovanni Schiuma, from University of Basilicata and IFKAD Chair. In his discourse "Some reflections on research on knowledge and innovation", Schiuma provided an in-depth overview of how knowledge management has been incorporated in academic management literature, and the current need to look for creative-based approaches to build resilient organizations. It is in this context that the instrumental and functional value of arts to knowledge management within organizations has been enhanced. As it was highlighted in the subsequent discussion, the translation of academic results into concrete practical orientations for companies is still a pending task for scholarship.

Two closing sessions were devoted to research networking. In the first parallel session, which focused on the theme of technology and knowledge transfer as well as university-industry cooperation, Prof. Yongli Tang and Prof. Veronica Rosendo explained the main research lines developed within this theme and possible research gaps to be addressed. In the discussion that followed, several methodological and conceptual issues arose, including the uniqueness of the institutional Chinese setting and both the potentialities and limitations that, in terms of data collection and treatment, this might imply for research purposes. It was also discussed the collaboration of several members of KITFEM to carry out a multi-country study on university-industry collaboration, including information from China, Mexico, Italy and Spain. The second parallel session focused on human resource management and innovation as well as the expatriate's role in knowledge transfer. The interventions by Prof Rohlfer and Fedor Portniangin lead to a discussion by participants on the need for further contextualization of research and the opportunities of comparative research to be realized due to the geographical scope of the project. In addition, related research carried out by colleagues at the Universities of Salento and Naples was considered to pool research expertise and to explore future collaboration.



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**KITFEM Publication “Employee involvement and participation in SMEs: a synthesis of extant research” by Prof. Sylvia Rohlfer**

**Journal of Evolutionary Studies in Business** JESB

A new publication of the KITFEM Project on the topic “Employee involvement and participation in SMEs: a synthesis of extant research” has been recently published in the Journal of Evolutionary Studies in Business.

<http://revistes.ub.edu/index.php/JESB/article/view/j039/22561>

**Press Release- Dissemination activities of the European KITFEM Project coordinated by CUNEF researchers**

**The Ministry of Science (Argentina) takes part in a European project on innovation in emerging markets.**

The Ministry of Science, Technology and Productive Innovation (MINCyT), through the Directorate for Cooperation and Institutional Integration, is taking part in the research project called “Knowledge and Innovation in, to and from Emerging Markets (KITFEM)”, the aim of which is to study knowledge and innovation management in, from and to emerging markets, with particular focus on its impact in the European Union.

The project is funded, under the European programme Horizon 2020, by a Marie Skłodowska-Curie action (MSCA), particularly a “Research Innovation Staff Exchange (RISE)” action that enables staff exchanges between participating institutions. KITFEM will study how these countries learn from advanced economies how to improve their capacity for innovation and how this situation inversely affects European countries.

Besides the MINCyT, the following organizations are participating in the KITFEM project: University College for Financial Studies (CUNEF) – Spain, University of Göttingen – Germany, University of Salento – Italy, University of Southern Denmark – Denmark, Tec Monterrey University – Mexico, Al Akhawayn University in Ifrane – Morocco, Vietnam National University



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of Economics and Business – Vietnam, Renmin University – China, Peking University – China, JiNan University – China, The madri+d Knowledge Foundation– Spain, Chamber of Commerce Hannover – Germany, EKA – Italy, NAICA – Italy.

During 2017 two staff members of the National Directorate for Cooperation were seconded to Germany and Spain, and in turn the MINCyT received representatives from the The madri+d Knowledge Foundation.

On one hand, lawyer Natalia Casais, Coordinator for the RAICES programme in the MINCyT, was seconded to the University of Göttingen – Germany, where she carried out a research work entitled “Why Germany”. The main goal was to ascertain the reason why Argentine scientists decide to go and live and work in Germany. With this purpose, she interviewed a number of members of the scientific community, the Argentine Consul General in Hamburg and representatives from the Argentine Embassy in Berlin. She also carried out a survey of ten Argentine scientists enquiring about specific aspects of their stay in Germany. She closed her exchange visit with a seminar – organized by the Chair of Human Resources and Asian Business at the Georg-August-Universität Göttingen – about the RAICES programme and the results of her research work.

On the other hand, Lic. Azul Irazoqui was seconded to the University College for Financial Studies (CUNEF); jointly with this institution she collected indicators to help explain working mechanism in relation to technological transfer, strategy for global partner external search, the role played by institutions and governmental policies in the configuration of this process, among other aspects, in Argentina. This information was in line with the National Plan for Science, Technology and Innovation: Argentina 2020 and was presented at the end of her stay.

Meanwhile, at the end of 2017 the MINCyT received Jesús Rojo and María Teresa Barbado Salmerón, from The madri+d Foundation; both are in charge of the dissemination and communication of KITFEM. During their stay, they carried out several meetings with Argentine institutions and companies, and internal areas of the Ministry of Science to exchange knowledge and generate links to enhance scientific outreach, innovation, internationalization and the growth of emerging markets.

Finally, in furtherance of the KITFEM project, Lic. Agustina Velo, on behalf of the MINCyT, attended the workshop held at the University of Salento in Lecce, Italy, on 22 and 23 January 2018. This meeting was useful not only for showing the progress made by the research but also to communicate its goals, scope and preliminary results to the public and academic audiences.



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An additional objective was to promote future research collaborations within and beyond KITFEM member organizations.

### **Dissemination Activities of the KITFEM Project, University Salento (Italy)**

**Knowledge, Innovation and Emerging Countries by Prof. Claudio Petti.**



This week we hosted a Workshop on “Knowledge and Innovation in, To and From Emerging Markets”, named after a H2020 Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE) Action in which we are partner.

The workshop was an opportunity to share the preliminary results of project activities, but especially future directions of our researches. The aim was to establish further research collaborations with and among the partners of academic and non-academic institutions coming from Italy, Spain, Germany, Denmark, Morocco, China, Vietnam, Mexico and Argentina, and the interested colleagues from University of Salento and other universities members of the Inter-University Centre for Applied Economic Studies on Industrial Policy, Local Development and Internationalization.

In these regards, after an introduction of the Department of Engineering for Innovation and the University’s international activities and cooperation, the K.I.T.F.E.M. project aims, scope and topics were introduced by the Coordinator and the partners leading each of the four project’s research units. Followed by a reflection of Giovanni Schiuma on the new trends in knowledge and innovation research and his call for creative-based approaches to increase the practical impacts of academic research in these fields, participants engaged debates in two parallel research networking sessions aimed at establishing person-to-person and institution-to-institution scientific and project collaborations.

Here below the research topics and collaboration opportunities emerged concerning the research unit I’m coordinating on “International Technology & Knowledge Transfer and Latecomers’ Catch-up”:

- Internationalization of emerging markets latecomer firms (EMLCFs), e.g. reverse knowledge transfer through inno/tech-driven M&As, collaborative networks and alliances, trade or other –informal?-channels like brains circulation and reverse brain drain)



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- Role of regulatory and normative home and host institutions, e.g. conducive vs blocking institutional characteristics, good vs bad OFDI, liability of foreignness and innovation legitimacy, south-south FDI; state vs market role and related innovation effectiveness and development perspectives)
- International and intersectoral (industry<->academia) knowledge/technology transfer flows and (Global Knowledge/Manufacturing/Production) networks' embeddedness.
- Role of absorptive capacity and entrepreneurial attitudes of EMLCFs in determining learning intent, innovation catch-up strategies, trajectories and success.

## Update on Exchanges

During this period, the secondments carried out are the following:

- Sylvia Rohlfer (CUNEF) spent a 1 month stay at AUI during December 2017 and January 2018 during which she met various AUI researchers who will visit CUNEF during 2018.



- Mu Tian (CUNEF) is carrying out a 12 month stay at PKU, starting in October 2017 to October 2018.

