

Knowledge Management In France

Four questions included in the French version
of the European Third Community Innovation
Survey (CIS3)

Very preliminary results

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The French Innovation survey

- When?

launched in October 2001 - ended in January 2002

- Which period?

covering the period 1998-2000

- Coverage?

5 100 firms surveyed

belonging to the manufacturing industry

only firms over 20 employees are surveyed

The French Innovation survey

- **Sampling**

Sampling frame by size and sector (NAF114), using the business register

- all firms over 500 employees
- 1/2 for firms from 100 to 499 employees
- 1/4 for firms from 50 to 99 employees
- 1/8 for firms from 20 to 49 employees

- **Response**

The French Innovation Survey was mandatory ...

and the response rate is over 85 % for the innovation questions

Correction for non response : Calmar

From a innovation survey to a KM pilot survey

First comment

- a pilot KM survey with only a few questions
but a very large covering and quality of response
- the possibility to analyze these four KM questions using
other data from the innovation survey or the annual
manufacturing survey

The KM definition

- KM covers any process or organizational practice of capturing, sharing and using knowledge.
- This definition was followed by an explanation, with examples.

Four questions from the Canadian survey about policies and strategies

At the end of 2000, did your firm have

- a written knowledge management policy
- a culture intended to promote knowledge sharing
- policies intended to improve employees/ and or management retention
- partnerships or strategic alliances to acquire knowledge

Results presented today

Preliminary results

- the core of the questionnaire about innovation has not yet been analyzed
- questioning about the treatment of partial non response, i.e. firms which have sent back the questionnaire but did not answer to KM questions

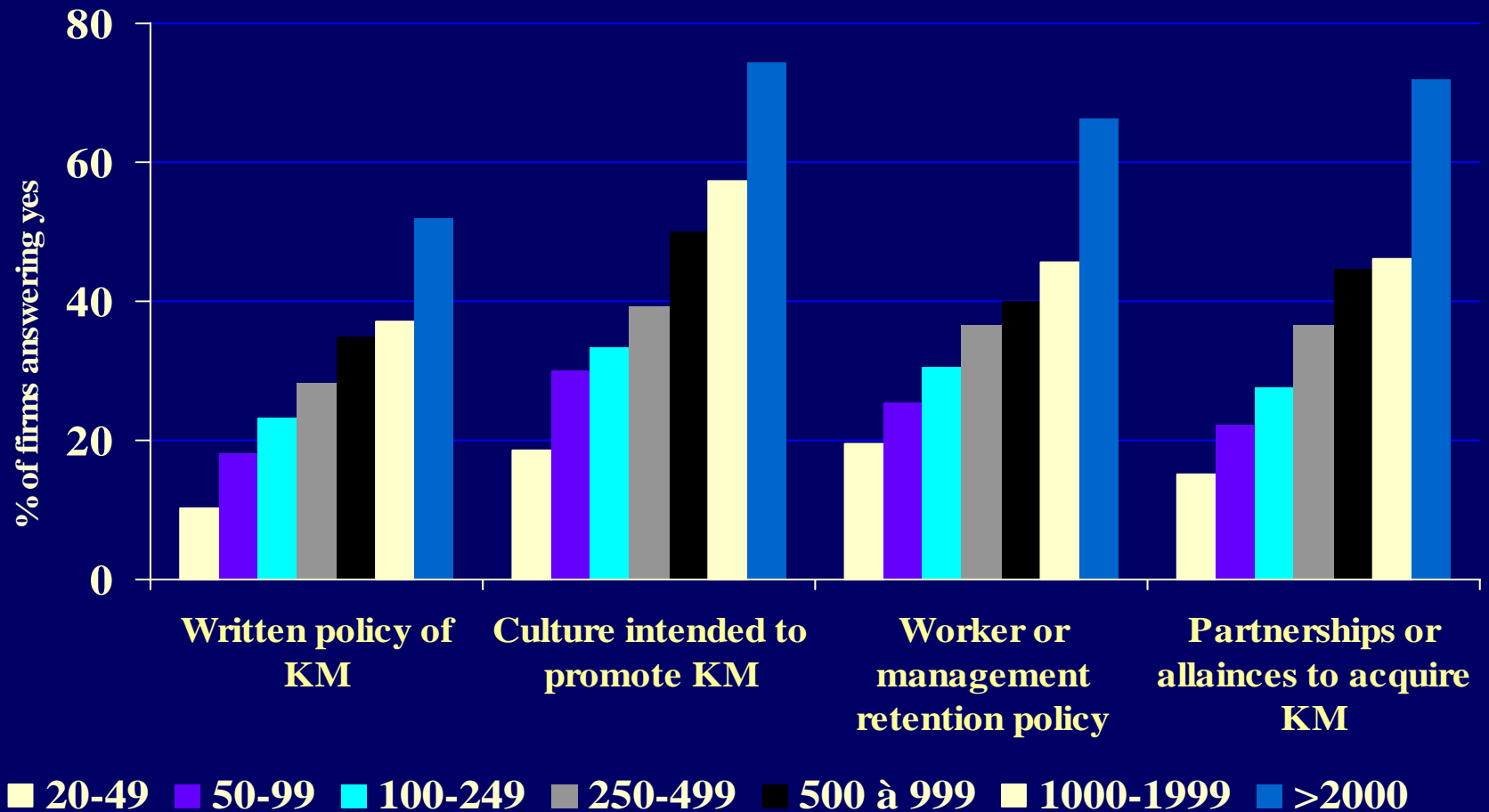
Raw dataset

Questionnaires sent	5 107
Answers to CIS	4 323

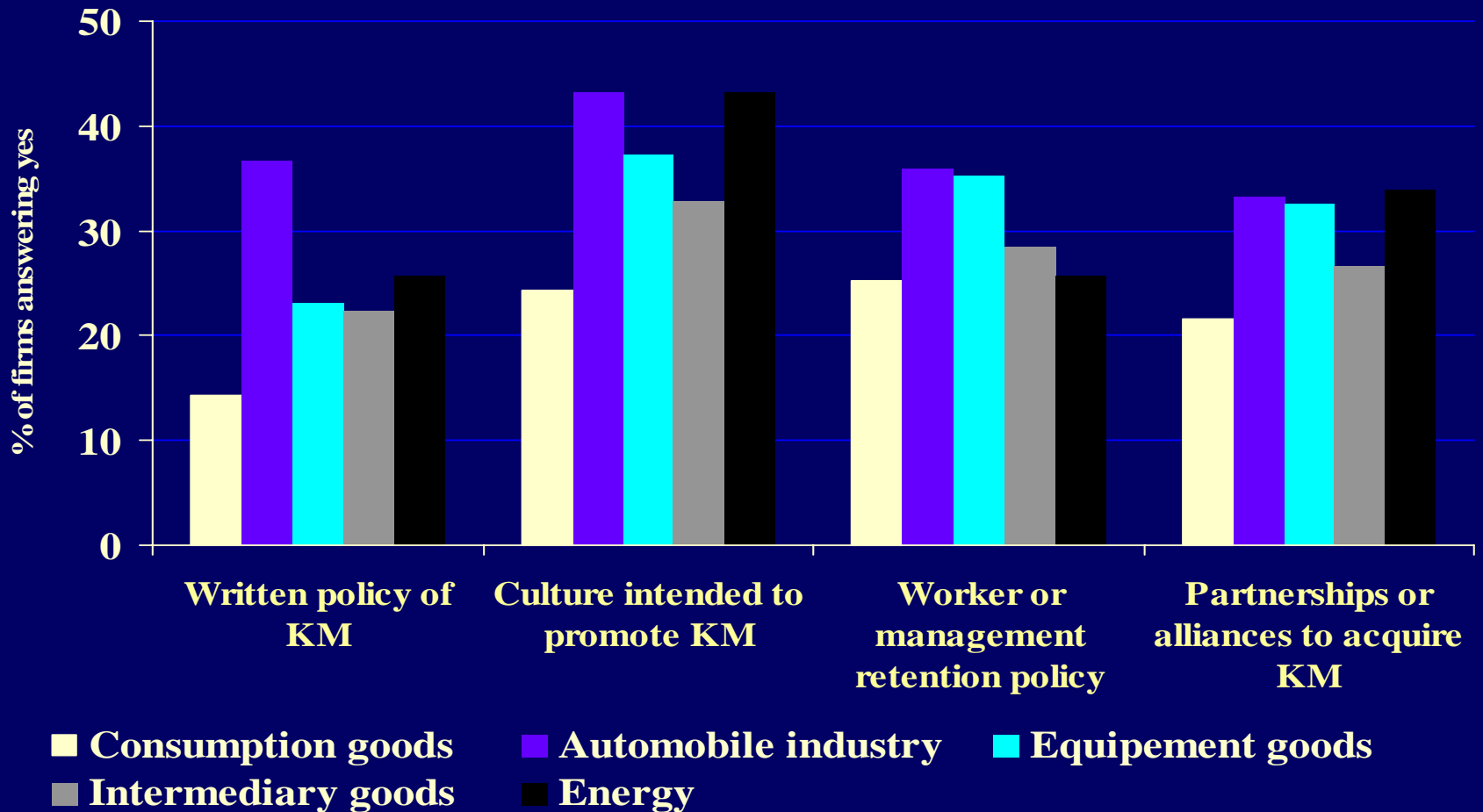
	% of yes
Written policy of KM	21,1
Culture intended to promote KM sharing	32,5
Worker or management retention policy	29,4
Partnerships or alliances to acquire KM	27,1

No sampling correction or partial imputation

The percentage of firms acknowledging the use of KM is strongly increasing with size, whatever the question

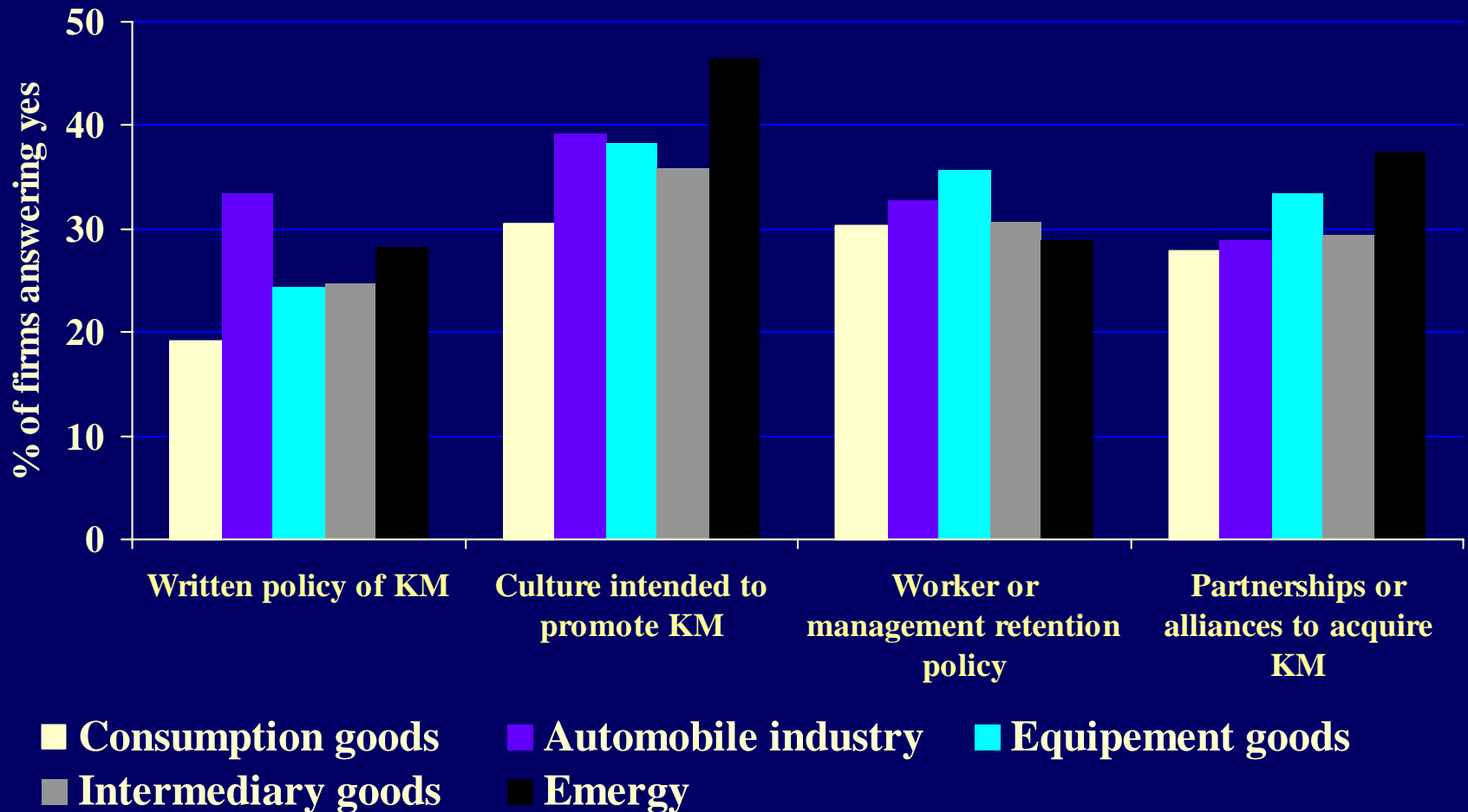


The automobile industry : the leader



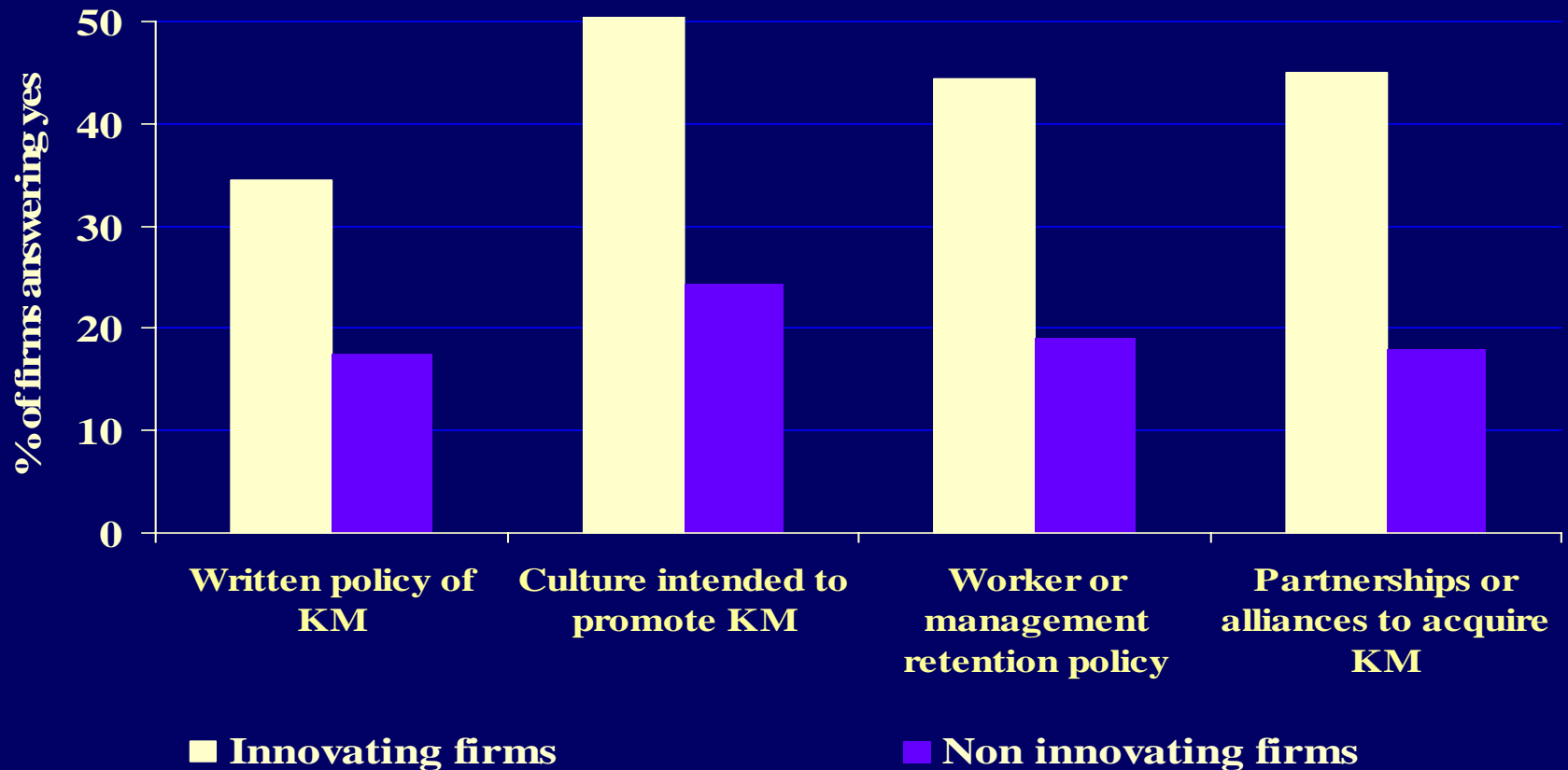
This is partly due to a size effect

Means computed “everything being equal” : size, sector, innovation,
size * innovation



Innovating firms are much more in favor of KM policies

Means computed “everything being equal” : size, sector, innovation, size * innovation



Firms belonging to groups differ only for retention policies and for partnerships

Means computed “everything being equal” : size, sector, innovation



* no statistically different

■ Firms belonging to groups

■ Independent firms

Organizational changes are correlated with KM policies

Means computed “everything being equal” : size, sector, innovation,
size * innovation

