Knowledge territories, Open innovation and the Joint assets issue

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1- Knowledge territory as a central concept for value creation and action

(1/2)

Knowledge territories as an analytical perspective

• The knowledge territory concept is referred to here to delineate the geographical dimension of knowledge flow among different players. It is an umbrella concept designed towards integrating different geographical concepts used at different layers, but not often with great clarity:
  - knowledge cities and knowledge regions, primarily.
• But the knowledge territory concept goes beyond these, since it aims at articulating other territories to these:
  • traditional firms, knowledge Diasporas, creative milieus, knowledge markets and networks (KMN), and the virtual world, e.g. Social media.
• It is designed towards seizing conditions for knowledge flow creation and dissemination among different spaces, being physical or virtual or both.
1- Knowledge territory as a central concept for value creation and action (2/2)

• This presupposes a critical review of what has been conceptually proposed so far: starting with the concept of knowledge economy, and then going further towards sub-layers concepts such: the knowledge city and the knowledge regions and their associated instruments (the living labs, among others).

• Based on the critique of these analytical instruments, it will be possible to give substance to an integrative concept – the knowledge territory- and therefore to design the policy instruments the most adapted to the necessity of integrating different layers of decision making.
Knowledge territory as a central concept for value creation and action

- Markets
- Natural Communities
- Nations
  - Malaysia
- Regions
- Cities
- Firms
- Constrained Communities
- Organic Communities
- Quasi-Organic Communities
- Emerging Communities
- Dynamic Capabilities of Malaysia

Knowledge territories

Value creation and action
II- Some on-going projects

-1-

Desiging the 2020 Enterprise
The ISD international research programme
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### WP 1: Business Models (2 projects)

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<tr>
<th>University</th>
<th>UniFoBM</th>
<th>Towards a unified framework for business modelling in the evolving digital space: identifying the co-creation of value with customers, complementors, competitors and community</th>
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<tr>
<td>Hanyang University Korea</td>
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<td>Use of Smart Phones for organizational Coordination</td>
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### WP 6: Work organisation, HR and collective intelligence (4 projects)

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<tr>
<th>Institution</th>
<th>ORISCO</th>
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<tr>
<td>BEM Bordeaux Ecole de Management</td>
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<tr>
<td>Télécom Business School</td>
<td>USE.ORG</td>
<td>Usages des outils d’intelligence collective : analyser le rôle de la structure ORGanisationnelle</td>
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<tr>
<td>Université de Montpellier II</td>
<td>METEPE</td>
<td>Définir et évaluer une nouvelle méthodologie s’appuyant sur des technologies innovantes pour étudier des pratiques émergentes dans les activités professionnelles</td>
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<td>Université Technologique de Troyes</td>
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**ISD, Wave A: Selected projects**
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<tr>
<th>WP 9: Emerging practices (1 project)</th>
<th>Université Paris Dauphine</th>
<th>MLA</th>
<th>Pratiques émergentes et systèmes d’information : une perspective multi-niveaux</th>
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<tr>
<td>WP 13: Blank programme (3 projects)</td>
<td>Université Paris Ouest Nanterre</td>
<td>Firm@TIC</td>
<td>IS contribution to the performance of Business Units in agro-business : six case studies</td>
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<tr>
<td></td>
<td>Université Paris Dauphine– IMRI &amp; M-Lab Normandie School of Management</td>
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<td>Les impacts du Web 2.0 sur les organisations</td>
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<td>HEC-Mines</td>
<td>CV &amp; SI</td>
<td>Coproduction de valeur des SI</td>
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</table>
ISD, Wave B: Selected projects

- Testing the “End of Privacy” Hypothesis in Computer-mediated Communication: An Agent-based Modelling Approach, **(THEOP)**, University of Greenwich/EHESS.
- Identification and governance of emerging ethical issues in information systems, **IDEGOV**, De Montfort University.
- Innovating in a learning community, **(ILC)**, Aachen University.
- How Information Technologies Affect the Knowledge Ecology and Their Adoption of Open Innovation: A Multinational Study, **(Knowledge Ecology and Open Innovation Adoption)**, National University of Sun Yat-sen.
- International Knowledge markets Effects, **(IKME)**, Groupe Sup de Co Montpellier Business School.
ISD, Wave B: Selected projects

• A framework for assessing the effective use of social media tools in the enterprise to enhance innovation, collective problem solving, knowledge sharing and management of virtual teams, University of Southern California

• Globally distributed innovation and Co-creation of value: Cases of UK-China Collaborations, (GLOBVAL), Brunel University

• An East Asian perspective on the developing ethical and social values of digital object usage, (DESVALDO), Meiji University

• Observatoire des entrepreneur en Système d’Information (ODESI), EM Strasbourg Business School.
II- Some on-going projects

I-
The on-going survey on Open innovation practices in Europe
(University Paris-Sud & Zeppelin University)
The structure of the survey

1- Industry structure
2- Objectives
3- Sources
4- Strategy
5- Business model
6- Performance measurement
7- Open innovation activities
8- Social media
9- R&D structure
10- Radical innovations
11- Corporate culture