

ORGANIZING THE COLLABORATION BETWEEN UNIVERSITIES AND SME'S

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Collaboration of Knowledge Workers

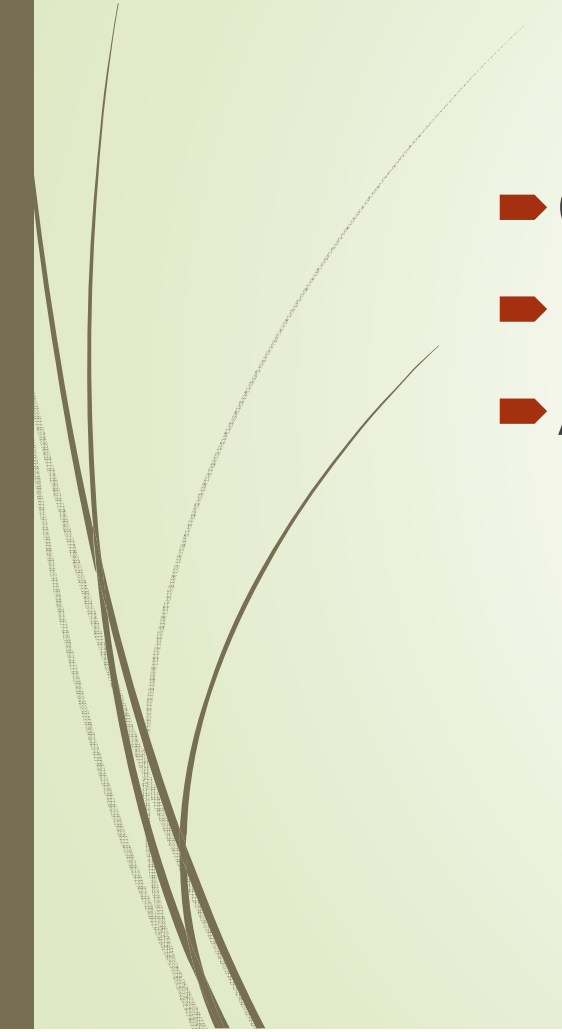
P. Drucker:

The knowledge worker cannot be supervised closely or in detail. **He can only be helped.**

But he must direct himself, and he must direct himself towards performance and contribution, that is, toward effectiveness.



What sorts of help are critical?

- Connecting relevant individuals
 - Building working conditions for them
 - Appreciating their efforts
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Connecting Relevant Individuals

- Not necessarily the top managers – rather those directly involved
- **SME**: those responsible for development
- **University**: those interested in applications and knowledge distributions



Building working conditions

- Finding appropriate topic:
 - Design/development of a product
 - Creative marketing
 - Training of staff
 - ...



Appreciating Efforts of Collaborating Team

- ▶ Promote entrepreneurial culture
 - ▶ Identify key individuals
 - ▶ Modify the assessment culture
 - ▶ Be fair and open
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