

AUTM Innovation 2011
Promoting impacts: progress and challenges

Mapping impacts of academic research



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Step 1 – From direct measures to indirect indirect indicators of impact



-Direct links: very limited:
incomplete measure of knowledge
transfer performance

- Focus on activities, outputs and
'products' of knowledge transfer

Step 2 – From net economic impact to other quanti and quali measures of impact



- non licensing-activities
- qualitative benefits
- non commercial knoweldge transfer

Step 3 – Map all mechanisms of knowledge transfer



Networks

CPD

Collaborative
research

Teaching

Contract
research

Consultancy

(K. Cullen – UNICO - 2008)

Step 4 – Map direct and indirect links between mechanisms of knowledge transfer



Licensing

Spin-out
formation

Collaborative
research

Contract
research

CPD

Teaching

Consultancy

Networks

Step 5 – Include non-tech knowledge



Instrumental, conceptual and symbolic utilizations

‘Cheshire Cat Problem’: Insights which began life as academic knowledge filter into the world of taken-for-granted common-sense and to the extent that they are indeed used are no longer perceived as academic knowledge

Transformation, co-creation of knowledge rather than transfer

Step 6 – Link impacts and indirect outputs to TTOs' activities...



TTO

Impacts of
academic research

... to better justify investment

