AUTM Innovation 2011 Promoting impacts: progress and challenges

Mapping impacts of academic research



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

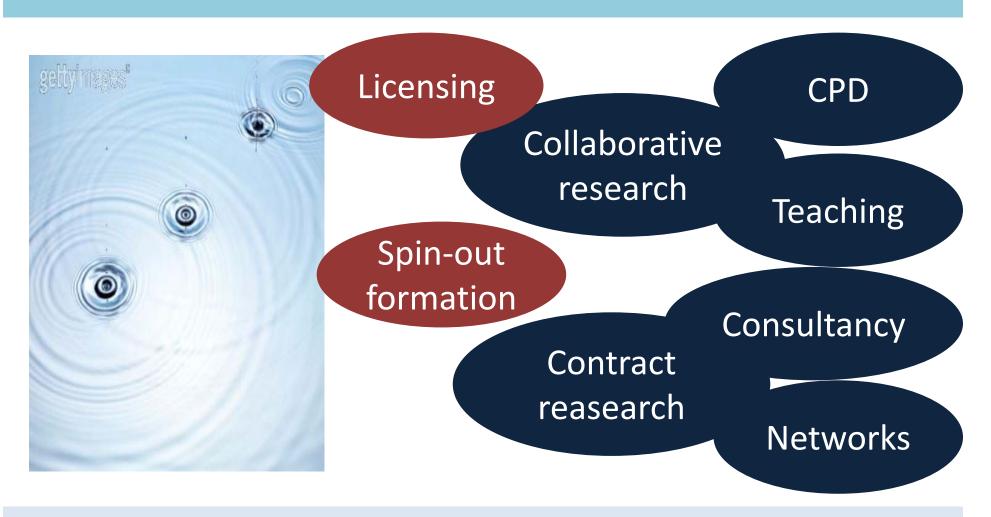
- qualitative benefits

 non commercial knoweldge transfer

Step 3 – Map all mechanisms of knowledge transfer



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



Step 5 – Include non-tech knowledge



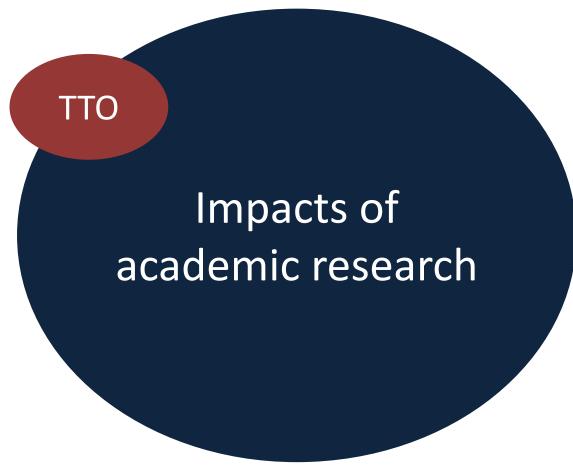
Instrumental, conceptual and symbolic utilizations

'Cheshire Cat Problem': Insights which began life as academic knowledge filter into the world of taken-for-granted commonsense 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...





... to better justify investment

