



# Future Research into CSI (RuG)

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- 1. Description and analysis of the dynamics of knowledge (content and type)
- 2. Sustainability of Innovation in the determination of company's success
- 3. DSS and KT to support sustainability of knowledge in paper and agro business
- 4. Sustainability in relations between vocational colleges and companies
- 5. Sustainable innovation in (mental) health care



# The Sustainable Innovation Program of NIDO

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# 1. Dynamics of knowledge

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- Looking at knowledge bottom-up
- Humans (HIP) perform tasks with knowledge
- Distinction in knowledge content and type
- Knowl. Type: sensory, coded, theoretical
- Various measurements of types for task, individual, unit show dynamics (animation)



## 2. Sustainability of knowledge

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- Cooperation RuG and SNS bank (postdoc & PhD plus three researchers)
- Theory: SI, 2nd KM and Social Capital
- Questions:
  - What are the conceptual (and operational) similarities and differences in themes as social capital, 2<sup>nd</sup> generation knowledge management and sustainable innovation?
  - In relation to 2<sup>nd</sup> generation KM, which division and dominance of knowledge types related to the primary as well as to the secondary positively influences the performance of organizations?
  - What is the relation between organizational forms and coordination mechanisms, that is the secondary processes, and the performance of organizations?



## 2. Sustainability of Knowledge

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- Prolonged questions:
  - What is the relation between knowledge issues formulated in question 1 and 3 and social capital?
  - Which social capital dimensions are affecting the primary and secondary organizational processes and in which way?
  - How are these social capital dimensions affecting knowledge aspects, tasks and human cognitive processes?
  - What is the relation between social capital, the sustainability of companies and innovation practices?
  - What kind of social capital measures should be used for assessing and reporting in corporations?



# 3. SI and knowledge in agro and paper business

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- Cooperation of RuG with AVEBE (Agro, Starch), Optichem (Paper & Chemistry)
- Working on knowledge of sustainability
- AVEBE
  - A DSS to support farmers in better harvesting
  - Farmer characteristics (cooperation 2500 farmers)
- Optichem
  - Reduce abuse chemical substances in P & C Ind.
  - Knowledge crossover and transfer with DSS/KT



## 4. SI in education and business

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- Labour follows education < > Education follows labour
- Sustainability as a necessary context for dynamic innovation in strategic knowledge alliances between educational institutes and business partners
  - Which alliances are possible in terms of educational innovation?
  - How to deal with public-private in a market structure?
  - What does profit mean in the above combinations/alliances?
  - How can synchronicity of fast = open, eager, competitive (profit business) and slow = long term, deliberate, cooperation (educational curricula) be realized?
- Combination of (16-18) vocational institute (Alfa college) with Stork (mechanical engineering) & GUMC (hospital)

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- To be explained by Henk Hadders