



Commercializing Academic Knowledge Sense making in Triple Helix

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Research Commercialization in Universities

- Teaching, research, interaction
- Triple Helix of academics, practitioners and government



Empirical study

- How is commercialization structured in academic drug research?
- Informants
 - Set of academic researchers, industrial partners and technology experts from governmental intermediating organizations



Data

- Data acquiring
 - Individual interviews
 - Observations in official meetings and planning sessions
- Data analysis
 - Content analysis (Miles & Huberman 1984)
 - Software for qualitative analysis

Analysis

- Analysis in progress
 - Number, length and stress of addresses
- Content analysis of interviews
 - Quotations
 - 24 sub groups
 - 6 categories
 - 4 principal groups

**Research commercialization
comprehension**

Partnering

Awareness

**Cooperation capability
between the Kuopio
University and other
organizations**

Adopter

Joint research

Business experience

**Internal cooperation
capability**

Knowledge awareness

Drug research knowledge.

Idea screening

Discovery

Evaluation

**Processual knowledge on
commercialization**

Operational skills

Decision making

Proactiveness

**Environment related
knowledge**

Commercialization

Research commercialization comprehension on

Cooperation capability between the Kuopio
Cooperation knowledge in commercialization

Internal cooperation capability

Processual knowledge on commercialization
Environment sensitive process knowledge in
commercialization

Substance knowledge

Drug research knowledge



Findings so far

- Research commercialization made sense in terms of action bonded knowledge
 - Weick's sense making theory seems potential
- Opinion leaders with emphatic addresses
 - Sense making is not free from conditions

From sense making to sense giving

Thank you

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