

KNOWLEDGE BROKERS

as modern facilitators of research commercialization

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Introduction

- **Technology Transfer intermediaries and professionals:**
 - **Technology transfer offices**
 - **Licencing offices**
 - **Patenting offices**
 - **Accelerators**
 - **Incubators**
 - **Science shops**
 - **Bridging organisations**
- **Technology Brokers or Knowledge Brokers**

Knowledge/Technology Brokers

Brokered knowledge

- “Knowledge brokers move knowledge around and create connections between researchers and their various audiences. They also produce new kind of knowledge: brokered knowledge.” (Meyer 2010)

Characteristics

- “...persons or organisations that facilitate the creation, sharing and use of knowledge...” (Sverrisson 2001)
- “...their (brokers) task is to establish and maintain links between researchers and their audience via the appropriate translation of research findings” (Lomas 1997)

Sophistication

- “they must be able to link know-how with know-why and know-who (...) in the public domain as much as in the private domain” (Bondel 2006)
- “...helping to provide information concerning potential collaborators; brokering a transaction between two or more parties; acting as a mediator, or go-between, bodies or organizations that are already collaborating; and helping find advice, funding and support for the innovation outcomes of such collaborations...” (see Howells 2006).

Methodology

Surveys and Evaluation

- Polish academic technology transfer offices (TTO) activities
- Academy-industry technology transfer from commercial enterprises perspective
- Green technology transfer within Mazovia region

Google Search

- web-search, professional trainings for brokers 2001-2013

Reference

- **technology or knowledge broker** is an independent entity providing services related to technology transfer brokerage (Lityński 2011)

Academic Perspective

1. Academic TTOs -key functions related to commercialisation of knowledge created within academia and technology/knowledge transfer,
2. Very few external companies take advantage of these activities.
3. TTOs focus on IP and technology consulting, no practical transfer of technology.
4. 2/32 (6%) entities offer services of professional technology or knowledge brokers

Industrial Perspective

1. 18% companies positive with implementing technology created within academic environment
2. 3% of technology transfer realised within TTOs professionals
3. At this point it is not possible to decide, whether they take advantage of technology broker, or not.
4. From both research analyses realised for the Information Processing Institute it is visible that the services of technology brokers are undermined and underestimated in Poland

Common Perspective

1. Not possible to decide, whether advantage of technology broker was taken
2. Services of technology/knowledge brokers are undermined and underestimated in Poland

Green Transfer Case

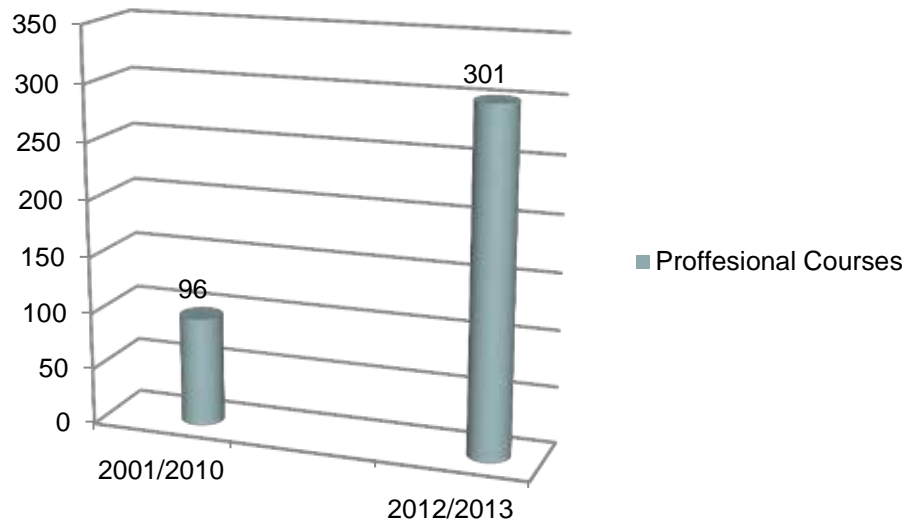
1. 69% eco-technology transfer performed between commercial entities,
2. No TTOs involved from research organization,
3. Commercial directly from scientific teams
4. Localization of company matters – 20% companies located outside Warsaw cooperate with academic entities

Findings

1. Improvement technology/knowledge transfer between industry and academia via **system changes** at the ministry levels, creation of a new institution monitoring and evaluating technology transfer (98% of answers).
2. The promotion and dissemination of the **technology broker profession**, the **least important** (41% of answers).
3. **Negative attitude toward brokers** was especially visible among small and medium size enterprises.
4. **Services of professional brokers needed** in the regions **outside capitol** and for monitoring **international technology transfer**.
5. **Broker profession** is perceived not as an supporting intermediary between scientific invention and commercial implementation - **inadequate and cost effecting factor**.

Professional Knowledge Broker

Postgraduate courses, professional trainings and graduate studies for qualified brokers - tripled



Need of professional education for brokers among scientific community is sharply increasing

Results Discussion

- **Science and innovation policy is not standardised** in terms of activities related to the establishing **technology/knowledge broker institution.**
- Academic technology transfer offices, technology parks, technology incubators and related entities aimed at enabling the technology transfer process- **very low efficiency and effectiveness.**
- There is a practical need of technology broker services, however the need of **mentality change is required.**

Results Discussion

- **Lack of established market position** of knowledge brokers - legal basis and market requirements.
- **No unequivocal public acceptance** for brokers activity.
- Both sides of TT **questioning clear intentions of knowledge brokers.**
- **Need for professional brokering** of knowledge and technology increasing recently.

- **Economic facilitator for technology transfer**
- Information broker (researcher)
- psz.gov.pl – professions classification

Thank You !

- Awaiting your comments....

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