

FP7 INFORMATION DAYS for Research PPPs on 11+12 July 2011

Template project ideas

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Project information			
PPP <input checked="" type="checkbox"/> Factories of the Future <input type="checkbox"/> Energy-efficient Buildings <input type="checkbox"/> Green Cars			
Topic/Title	EKNOWTE		
Project idea, objectives	<p>Networked enterprises, whose success depends on the communication, reliable information and trust, have to focus on knowledge management for their strategic product and market decisions. The importance of knowledge comes from that fact that it cannot be duplicated and therefore makes the companies strategically unique. The current knowledge management approaches have been focusing on both formal and informal knowledge flows within organizations (inbound stream). The modelling of outbound knowledge flows is concentrated on CRM and marketing methods. This is insufficient for integrated production chains, which have to cope with both internal and external knowledge changes and demands. They have to exchange knowledge with co-producing SMEs in order to coordinate their production. Hence they have to identify relevant knowledge that needs to be exchanged and clarified. On the other hand each SME has an innovative core, which it must seek to protect. Therefore not all knowledge should be exchanged. SMEs have to draw a line, which knowledge is exchanged in which way.</p> <p>The main goal of this project is to: (1) define reference process model for formal and informal communication process including best practices, (2) design and implement a tool repository that supports the communication/collaboration at the knowledge gates in different stages, (3) define guidelines that conclude all research results and serve as a manual for the developed tools.</p>		
Partner search description			
Type = Company/SME/Research organisation/university			
+ desired skills/knowledge			
Partner 1	Company – Producing SME – part of a production chain, knowledge intensive processes, production of non-standard goods, experience with knowledge management		
Partner 2	Company – System Vendor – development of software integration products, experience in commercialization of software products and services		