

Innovation is crucial for economic development. Higher innovative activity may also foster sustainable development and serve societal goals. Consequently, OECD-countries have adopted specific innovation policies to increase overall or sector-specific innovation.

However, innovation is heterogeneous, both in process and in outcome: While public perception tends to regard innovation as science-based and technology-oriented, this conference seeks to deepen the understanding of the Doing-Using-Interacting (DUI) mode of innovation, characterized by incremental innovation using tacit or experience knowledge and know-how rather than know-why. DUI-innovation most often results in process- and organizational innovation, rarely leads to intellectual property, and is employed by small and medium-sized enterprises in particular. The conference explores the relevance of DUI for innovation in small and medium enterprises from a variety of angles. As innovation always depends on learning processes, it looks into intra-firm learning in the DUI-context. It discusses user- and customer relations as well as demand-pull innovation for DUI-innovation. Since interaction is crucial within the DUI-mode, the regional innovation system and its characteristics may have a strong influence on the appearance and success of DUI-mode innovation. The conference thus combines intra-firm and interactional as well as spatial perspectives on the DUI-mode.

Currently, many policy instruments focus on innovation characterized by the Science-Technology-Innovation mode (STI), for example patents or tax-deductible R&D-expenditures. Assuming that DUI-innovation represents a relevant share of overall innovation, innovation policy should reflect DUI conditions and offer a complementary set of policy mechanisms to support firms innovating in the DUI-mode. In its final part, the conference discusses possible policy instruments to foster DUI innovation.

You are kindly invited to participate in these discussions.

Prof. Dr. Kilian Bizer, Georg-August-University of Göttingen

Prof. Dr. Rolf Sternberg, Leibniz University of Hannover

Prof. Dr. Uwe Cantner, Friedrich Schiller University Jena and the University of Southern Denmark/Odense

Dr. Joachim Lange, Protestant Academy of Loccum

Dr. Stephan Schaede, Director, Protestant Academy of Loccum

PARTICIPATION:

The conference is addressed to the experts personally invited. If you are interested in participating without having received any invitation, please contact: Joachim.Lange@evlka.de

CONFERENCE FEES:

120,- € including accommodation, meals and VAT. Conference fees are to be paid in cash at check-in or transferred to:

Kirchliche Verwaltungsstelle at
Evangelische Bank eG Kassel
SWIFT/BIC GENODEF1EK1
IBAN DE36 5206 0410 0000 0060 50.

Please include your name and our reference number 14417.

REGISTRATION:

Please apply for participation at <https://www.loccum.de/tagungen/20144/>
Registrations will be confirmed by e-mail. Should you need to cancel, please contact us as soon as possible. Cancellations **after June 8, 2020** will incur penalties of 25% of the conference fees.

ORGANIZERS:

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TRAVEL:

Travel information can be found online:
<https://www.loccum.de/akademie/anfahrt>

PLEASE NOTE:

Shuttle to the Academy on **June 15, 2020** departing from Wunstorf train station **at 11.30 hrs (use exit "ZOB")**.
Back on **June 16, 2020** arrival in Wunstorf **at approx. 16.30 hrs**.

Please register on time due to capacity of the shuttle.

The Academy online: <https://www.loccum.de>

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The Innovation Mode of Doing, Using and Interacting: Learning within Regions

Research Conference



June 15 to 16, 2020

Monday, June 15, 2020

- 11.30 Shuttle from Wunstorf Main Station to Venue
- 12.00 Arrival and Registration
- 12.30 Lunch
- 13.15 **Introductory Words by the Conference Hosts**
Rolf Sternberg, Leibniz University of Hannover
Joachim Lange, Protestant Academy of Loccum
- 13.30 **Keynote Lecture**
- Will artificial intelligence and machine learning lead to a transformation of DUI-learning in SMEs? What are the implications for measurement?**
Bengt-Åke Lundvall, Aalborg University
- 14.15 **Session 1: Intra-firm learning processes and the modern theory of the firm**
- Non-R&D, interactive learning and economic performance: Revisiting innovation in small and medium enterprises**
Jörg Thomä, ifh Göttingen
- DUI mode and firm's performance: evidence from Belarusian hidden champions**
Natalja Apanasovich, Belarusian State University
- Discussion**
Georg Licht, ZEW – Leibniz Centre for European Economic Research, Mannheim
- 15.30 Coffee Break
- 16.00 **Session 2: User-producer relations and the demand-pull concept**
- Innovation by using – Demand side issues in the learning economy**
Uwe Cantner, Friedrich Schiller University Jena
- Evolution and recent trends of user engagement in product innovation**
Emmanuelle Fauchart, University of Fribourg
- Discussion**
Jeroen P.J. de Jong, Utrecht University
- 18.30 Dinner
- 19.30 Informal Meet-up in the Lounge

Tuesday, June 16, 2020

- 08.30 Breakfast
- 09.30 **Keynote Lecture**
- Finding the right innovation policy for SMEs in Europe**
Andrés Rodríguez-Pose, London School of Economics
- 10.30 Coffee Break
- 11.00 **Session 3: Interaction in the region and the concept of regional innovation systems**
- Innovating by interacting in SMEs: actors and barriers**
Tatjana Bennat & Rolf Sternberg, Leibniz University of Hannover
- Interaction in the region and the concept of regional innovation systems**
Arne Isaksen, University of Agder
- Discussion**
Jutta Günther, Bremen International Graduate School of Social Sciences
- 12.30 Lunch
- 13.15 **Session 4: DUI and learning mechanisms Learning by doing, using, and interacting – introducing a novel experimental design**
Elaine Horstmann, Georg-August-University of Göttingen
- Training and Learning for entrepreneurship from a psychological perspective**
Michael Frese, Leuphana University Lüneburg and Asia School of Business, Kuala Lumpur
- Discussion**
Joachim Lange, Protestant Academy of Loccum
- 14.30 **Panel discussion: DUI as a policy target**
Georg Licht, ZEW – Leibniz Centre for European Economic Research, Mannheim
Susanne Gewinnus, Association of German Chambers of Industry and Commerce, Berlin
Jeroen de Jong, Utrecht University
Katharina Erbe, Federal Ministry of Education and Research, Berlin
Moderator: *Uwe Cantner*, Friedrich Schiller University Jena
- 15.25 **Closing remarks**
Kilian Bizer, Georg-August-University of Göttingen
- 15.30 Coffee
- 15.50 Shuttles to Airport Hannover and Train Station Wunstorf

Speakers and Moderators:

- Natalja Apanasovich* PhD is Associate Professor at the School of Business and Management of Technology, Belarusian State University.
- Tatjana Bennat* is Research Assistant and Ph.D.-student at the Institute of Economic and Cultural Geography, Leibniz University of Hannover.
- Prof. Dr. Kilian Bizer* is Professor for Economic Policy and SME Research at the Georg-August-University of Göttingen and Director at the ifh Göttingen.
- Prof. Dr. Uwe Cantner* is Professor of Economics at the Friedrich Schiller University Jena and the University of Southern Denmark/Odense and chairman of the Commission of Experts for Research and Innovation.
- Prof. Dr. Jeroen P.J. de Jong* is Professor in Marketing & Business Development at the Utrecht University School of Economics.
- Dr. Katharina Erbe* works at the “Innovation Policy Issues” division at the German Federal Ministry of Education and Research in Berlin.
- Prof. Dr. Emmanuelle Fauchart* is a Professor for Strategic Entrepreneurship at the University of Fribourg.
- Prof. Dr. Michael Frese* is Professor for Psychology in Particular Innovation and Entrepreneurship at the Leuphana University Lüneburg and at the Asia School of Business, Kuala Lumpur.
- Dr. Susanne Gewinnus* is Head of Division “Industrial and Research Policy” at the Association of German Chambers of Industry and Commerce in Berlin.
- Prof. Dr. Jutta Günther* is Professor for “Economics of Innovation and Structural Change” at the University of Bremen.
- Elaine Horstmann* is Research Assistant and PhD-student at the Chair of Economic Policy and SME Research, Georg-August-University of Göttingen.
- Prof. Dr. Arne Isaksen* is Professor at the Department of Working Life and Innovation at the School of Business and Law at the University of Agder.
- Dr. Joachim Lange* is Director of Studies for economic and social policy at the Protestant Academy of Loccum.
- Dr. Georg Licht* is head of the ZEW Research Department Economics of Innovation and Industrial Dynamics in Mannheim.
- Prof. Dr. Bengt-Åke Lundvall* is Emeritus Professor of Economics at Aalborg University.
- Prof. Dr. Andrés Rodríguez-Pose* is Professor of Economic Geography at the London School of Economics.
- Prof. Dr. Rolf Sternberg* is Professor for Economic Geography at the Leibniz University of Hannover.
- Dr. Jörg Thomä* is Research Fellow at the Institute for Small Business Economics at the Georg-August-University Göttingen.