

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

ONLINE-ATTENDANCE:

Please register at www.loccum.de/tagungen/210901/
Online-Attendance is free of charge.

ON-SITE ATTENDANCE IN LOCCUM

Due to COVID-19 on-site attendance in Loccum is limited. If you want to apply for on-site attendance, please contact: Joachim.Lange@evlka.de
Conference Fees for on-site attendance: 120,- € including accommodation, meals and VAT.

ORGANIZERS:

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TRAVEL:

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

PLEASE NOTE:

Shuttle to the Academy on **February 22, 2021** departing from Wunstorf train station **at 10.50 hrs (use exit "ZOB")**.
Back on **February 23, 2021** arrival in Wunstorf **at approx. 14.20 hrs**.

Please register on time due to capacity of the shuttle.

The Academy online: www.loccum.de

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VERANSTALTUNGSPROGRAMM

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

Research Conference



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February 22 to 23, 2021

Monday, February 22, 2021

- 10.50 Shuttle from Wunstorf Main Station to Venue
- 11.30 Arrival and Registration
- 11.45 Lunch
- 12.20 **Introductory words by the conference hosts**
Rolf Sternberg, Leibniz University of Hannover
Joachim Lange, Protestant Academy of Loccum
- 12.45 **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
- 13.35 **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 Apanasovitch, Belarusian State University
- Discussion**
Georg Licht, ZEW – Leibniz Centre for European Economic Research, Mannheim
- 15.00 Coffee Break
- 15.30 **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
- Embedded lead users**
Users inside the producer firm
Christina Raasch, Kühne Logistics University, Hamburg
- Discussion**
Edward Lorenz, University of Côte d'Azur, Nice and University of Aalborg

- 17.10 **Session 3: Interaction in the region and the concept of regional innovation systems**

Interaction in the region: the role of regional industrial culture

Arne Isaksen, University of Agder

Discussion

Thomas Brenner, Philipps University, Marburg

- 18.00 Dinner

- 18.45 **Innovating by interacting in SMEs: actors and barriers**

Tatjana Bennat & Rolf Sternberg, Leibniz University of Hannover

- 19.05 **Discussion**

Thomas Brenner, Philipps University, Marburg

- 19.30 Informal Meet-up in the Lounge

Tuesday, February 23, 2021

- 07.30 Breakfast

- 09.00 **Session 4: DUI and learning mechanisms**

Learning by doing, using, and interacting – introducing a novel experimental design

Elaine Horstmann, Georg-August-University of Göttingen

- 9.20 **Training and Learning for entrepreneurship from a psychological perspective**

Michael Frese, Leuphana University Lüneburg and Asia School of Business, Kuala Lumpur

- 9.40 **Discussion**

Joachim Lange, Protestant Academy of Loccum

- 10.25 Coffee Break

- 11.00 **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

Gisela Philipsenburger, Federal Ministry of Education and Research, Berlin

Edward Lorenz, University of Côte d'Azur and University of Aalborg
Moderator: *Prof. Dr. Uwe Cantner*, Friedrich Schiller University Jena

- 11.45 Lunch

- 12.30 **Keynote Lecture**
Finding the right innovation policy for SMEs in Europe

Andrés Rodríguez-Pose, London School of Economics

- 13.15 **Closing remarks**

Kilian Bizer, Georg-August-University of Göttingen

Speakers and Moderators:

Natalja Apanasovitch 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 of Economic Policy and SME Research at the Georg-August-University of Göttingen and Director at the ifh Göttingen.

Prof. Dr. Dr. Thomas Brenner is Professor of Economic Geography and Location Research at Philipps University Marburg.

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. Michael Frese is Professor of 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.

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.

Prof. Edward Lorenz Ph.D is Professor at the University of Côte d'Azur, member of the CNRS research institute GREDEG and Assigned Professor at Aalborg University.

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.

Dr. Gisela Philipsenburger is Head of Division "Sustainable regional Innovation-Initiatives" at the Federal Ministry of Education and Research.

Prof. Dr. Christina Raasch is Associate Professor of Digital Economy at Kühne Logistics University, Hamburg and researcher at the Kiel Institute for the World Economy.

Prof. Dr. Andrés Rodríguez-Pose is Professor of Economic Geography at the London School of Economics.

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