

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](http://www.loccum.de/tagungen/210901)  
Online-Attendance is free of charge.

**ORGANIZERS:**

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

Research Conference



February 22 to 23, 2021

## Monday, February 22, 2021

- 13:30 **Introductory words by the conference hosts**  
*Rolf Sternberg*, Leibniz University of Hannover  
*Joachim Lange*, Protestant Academy of Loccum
- 13:45 **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 Belarus**  
*Natalja Apanasovich*, Belarusian State University  
**Discussion**  
*Georg Licht*, ZEW – Leibniz Centre for European Economic Research, Mannheim
- 15:15 Break
- 15:35 **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
- 17:05 Break
- 17:25 **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  
**Innovating by interacting in SMEs: actors and barriers**  
*Tatjana Bennat & Rolf Sternberg*, Leibniz University of Hannover  
**Discussion**  
*Thomas Brenner*, Philipps University, Marburg
- 18:55 End of Conference Day 1

## Tuesday, February 23, 2021

- 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**  
*Harm Alhusen*, ifh Göttingen
- 10:30 Break
- 10:50 **Panel discussion: DUI as a policy target**  
*Georg Licht*, ZEW – Leibniz Centre for European Economic Research, Mannheim  
*Kai Weber*, NEWIN – Network of Economic Development Units in Lower Saxony, Hannover  
*Gisela Philipsenburg*, 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
- 11:35 **Keynote Lecture**  
**Finding the right innovation policy for SMEs in Europe**  
*Andrés Rodríguez-Pose*, London School of Economics
- 12:20 **Closing remarks**  
*Kilian Bizer*, Georg-August-University of Göttingen
- 12:30 End of the Conference

## Speakers and Moderators:

*Dr. Harm Alhusen* is Research Fellow at the Institute for Small Business Economics at the Georg-August-University Göttingen.

*Natalja Apanasovich PhD* is Associate Professor at the School of Business and Management of Technology, Belarusian State University.

*Dr. Tatjana Bennat* is Research Assistant at the Institute of Economic and Cultural Geography, Leibniz University of Hannover and Project Manager at Economic Development Agency Hildesheim Region.

*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.

*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 Philipsenburg* 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.

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