



Strategic Management of Knowledge Assets

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Keywords:

Knowledge assets, intellectual property, impact, societal value, strengthen your research

Target group:

PhD students and young researchers within all areas

Short workshop abstract:

As a researcher, you create different forms of knowledge assets that, if properly managed, can make a big difference to people and society. What do you know about how to identify and manage your knowledge assets? Do you want to explore this in more detail and get a better idea of how your knowledge assets could be refined and transformed into societal value and impact?

This workshop will give you a basic understanding of the different types of knowledge assets generated in research, and how their use can be controlled and regulated through intellectual property protection. The method for identifying, controlling and prioritising knowledge assets from your research that you will learn offers a structure that is also useful in your everyday research life. In addition to strengthening your ability to innovate, the course content can also strengthen your research.

