



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

QUESTO PROGETTO È SOSTENUTO DALLA  **Fondazione**
Cassa di Risparmio di Padova e Rovigo

PROGETTI DI
Eccellenza
2007/2008

CHE LO HA SELEZIONATO TRA I MIGLIORI PROGETTI DI RICERCA
PRESENTATI NELL'EDIZIONE 2007/2008 DEL BANDO

Session 3

KIBS Strategies: industry focus

Paolo Gubitta

Track Chair

Exploring Knowledge Intensive Business Services
Entrepreneurship, business models and knowledge management strategies
Padua - March 18th - 19th, 2011



Two-days Conference *In brief*

Knowledge Management & Innovation

In search of *new metrics*
Developing Brand management & TM
Business Angel, Knowledge Angel
(in between: *entrepreneurs*)
KM Strategy & Market Extension
Entrepreneurship & Performance
Specialization & Unrelated Diversification
Managing Knowledge Transfer
Modular Service & SOP

Designing Regional Policies
Regional Patterns of Innovation
Knowledge Dynamics & Innovation Paths
Attractiveness of Urban/Metropolitan Areas
Innovation Performance & Localization
Approaches to Innovation
Managing Knowledge Transfer
Modular Architecture & Innovation Processes
Unrelated Diversification & Knowledge Dynamics

Space

Territory

Measuring Spatial Concentration
Vertical Disintegration Level

Strategies & Industries



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Two-days Conference *In brief*

Knowledge Management & Innovation

**Organizational
Environment**
(internal)

**Competitive
Environment**
(external)

Space
Territory

**Institutional
Environment**
(external)

Strategies & Industries