DT4SME
EaP COUNTRIES

PROGRESS THROUGH DIGITALISATION

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by
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Knowledge + Technology Transfer
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KTT in Center for SME Research & Entrepreneurship of Mannheim University

What is the Center for SME Research & Entrepreneurship

- Interdisciplinary research center of Mannheim University with around 20 researchers in the field of Management, Economics, Sociology, Informatics, Law
- The Center engages in teaching in the area Management & Entrepreneurship
- Researchers in the Center pursue their PhD or Habilitation theses and engage in basic research
- The center is closely interlinked with local, regional, national, and supra national networks of the innovation eco systems
- Much of ifm research is applied – the center works on third party funded project e.g. by:
  - German Ministries
  - EU
  - Business Associations (Chamber of Commerce)



KTT in Center for SME Research & Entrepreneurship of Mannheim University

The central ways ifm Mannheim works on KTT:

1. Applied research addressing real business problems

- ifm researches issues such as SME competitiveness, digital transformation, family businesses, entrepreneurship and labour markets.
- Findings are transferred through projects with companies and other organizations.

2. Direct cooperation with SMEs

- The institute provides practice-oriented research and knowledge transfer for companies. Its business-facing activities help connect academic expertise with the challenges of smaller firms.



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The central ways ifm Mannheim works on KTT:

3. Evidence-based policy advice

- ifm advises policymakers in Germany and internationally on SME policy and provides statistical evidence relevant to business development.

4. Entrepreneurship and start-up support

- ifm encourages entrepreneurial thinking among students, advises prospective founders and connects with the Mannheim start-up network, including MAFINEX-related activities.

5. Teaching and interaction with practitioners

- ifm combines research with teaching and activities that connect students to entrepreneurship and business practice.



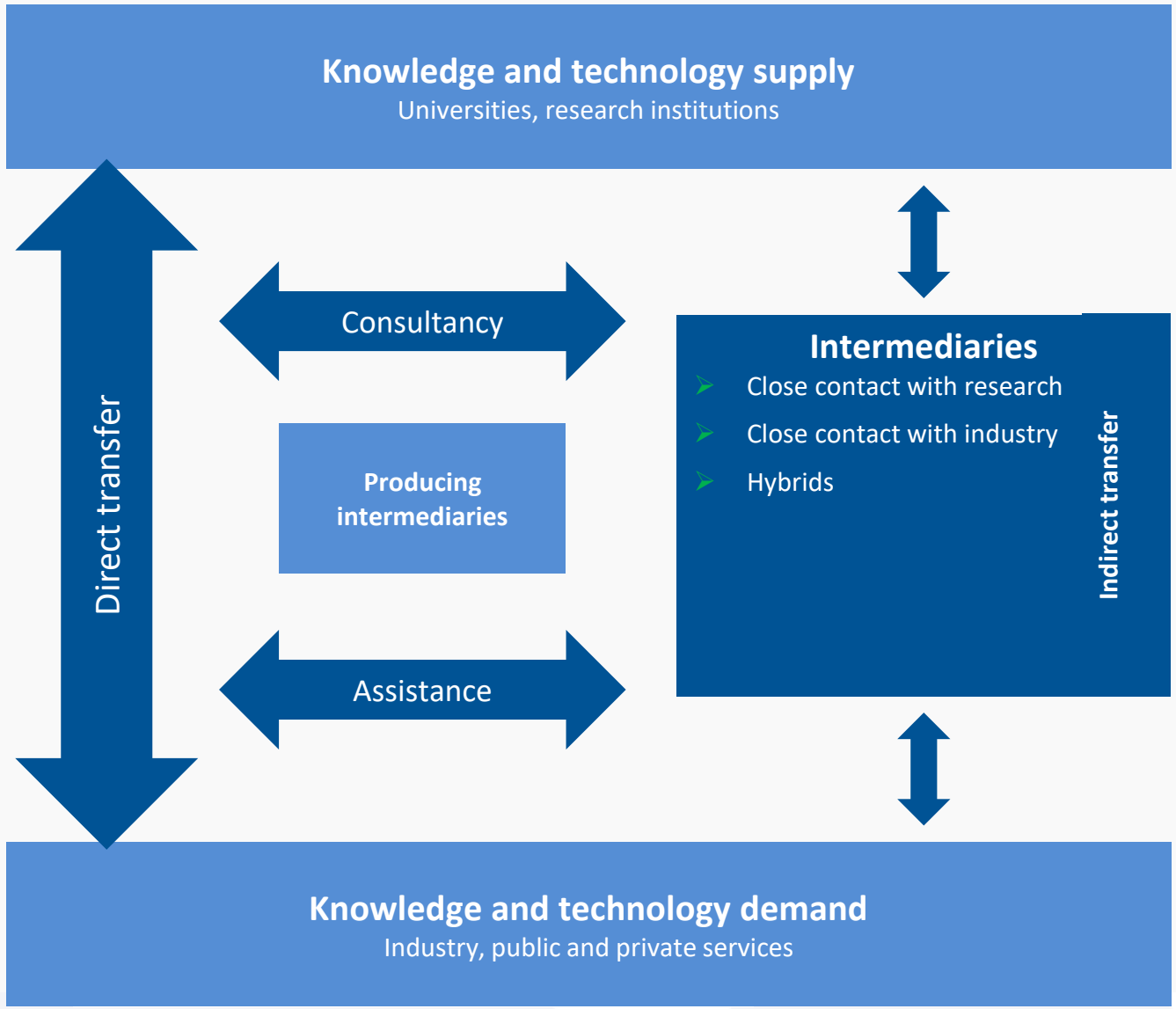
The Importance of Brokers (Tech Transfer Offices)

The Technology Transfer Office (TTO) model describes a dedicated university unit that facilitates the transfer of knowledge and technologies from academia to business and society.

Core functions of a TTO:

- Identification: Identify research results with innovation or transfer potential.
- Intellectual property (IP) management: Assess, protect and manage patents, licensing and exploitation rights.
- Commercialization: Support researchers with licensing, spin-offs and start-up creation.
- Partnership development: Connect researchers with companies, public institutions and other external partners.
- Advice and training: Help researchers assess market potential, develop commercialization strategies and build entrepreneurial skills.

The Importance of Brokers (Tech Transfer Offices)



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