

IP Best-Practices: Call for Survey Participants

An innovative IP management best-practices study is being conducted in which IP Awareness Group members can help. Rate of participation is extremely important.

The study will “provide in-depth insights into several well-established and relevant areas in IP, such as IP processes, organization, performance metrics, strategy, culture, and emerging themes such as IP digitization, big data and analytics, portfolio optimization, and monetization.”

The research is under the direction of Professor James G. Conley of the Kellogg School of Management (Northwestern University), Center for Research in Technology and Innovation. It is a collective project among Kellogg, the WHU (leading business school in Germany), and the University of Tokyo. Conducting the study is Kolin Schunck, a PhD student at the WHU and visiting pre-doctoral fellow of Kellogg, currently residing in the US.

The following is a summary of the best-practices project:

Purpose

To gain insights into how companies manage their IPRs on multiple dimensions: e.g. IP management, patent analytics, licensing, organizational issues, performance measurement, digitalization of the IP department, etc. Further, to gain insights into global IP management best practices, and its geographical differences. The study is intended to accelerate research in IP management, and push it forward as a discipline in the field of strategic management.

Survey

Includes a set of statements that individuals or firms need to rate on a five-point Likert scale. Participants always have the option to select “Unknown” or “Confidential.” Several questions ask to either input data, select from a given range, or select a displayed figure: e.g. how the IP department is structured, number of employees, IP budget, the use of software and technology to streamline internal processes, and licensing practices.

Timing and Confidentiality

The goal is to finish the research by mid-September 2018. Participants need to allow up to 45-60 minutes to complete the survey. Each participant will be provided a non-disclosure and confidentiality notice, where we outline in detail the use and handling of the collected data. Information about the project, and academic institutions including a short overview of some of the participants, many of them well-known, can be found on the research website at <https://www.ipXcellence.com>.

Persons interested in participating in the IP best-practices survey please contact Kolin Schunck at Kolin.Schunck@whu.edu