

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.

**ON-SITE ATTENDANCE IN LOCCUM**

Due to COVID-19 on-site attendance in Loccum is limited. If you want to apply for on-site attendance, please contact: [Joachim.Lange@evlka.de](mailto:Joachim.Lange@evlka.de)  
Conference Fees for on-site attendance: 120,- € including accommodation, meals and VAT.

**ORGANIZERS:**

Tatjana Bennat  
[bennat@wigeo.uni-hannover.de](mailto:bennat@wigeo.uni-hannover.de)  
Institute of Economic and Cultural Geography,  
Leibniz University of Hannover  
Dr. Joachim Lange phone: +49 5766 / 81-241  
[Joachim.Lange@evlka.de](mailto:Joachim.Lange@evlka.de)  
Protestant Academy of Loccum

**SECRETARY:**

Cornelia Müller phone: +49 5766 / 81-114  
[Cornelia.Mueller@evlka.de](mailto:Cornelia.Mueller@evlka.de)

**MEDIA CONTACT:**

Florian Kühn phone: +49 5766 / 81-105  
[Florian.Kuehl@evlka.de](mailto:Florian.Kuehl@evlka.de)

**TRAVEL:**

Travel information can be found online:  
[www.loccum.de/akademie/anfahrt](http://www.loccum.de/akademie/anfahrt)

**PLEASE NOTE:**

Shuttle to the Academy on **February 22, 2021** departing from Wunstorf train station **at 10.50 hrs (use exit "ZOB")**.  
Back on **February 23, 2021** arrival in Wunstorf **at approx. 14.20 hrs**.

**Please register on time due to capacity of the shuttle.**

The Academy online: [www.loccum.de](http://www.loccum.de)

Funded by:



VDI|VDE|IT

Medienpartner



VERANSTALTUNGSPROGRAMM

WIRTSCHAFT | SOZIALES

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

Research Conference



February 22 to 23, 2021

## Monday, February 22, 2021

- 10.50 Shuttle from Wunstorf Main Station to Venue
- 11.30 Arrival and Registration
- 11.45 Lunch
- 12.20 **Introductory words by the conference hosts**  
*Rolf Sternberg*, Leibniz University of Hannover  
*Joachim Lange*, Protestant Academy of Loccum
- 12.45 **Keynote Lecture**  
**Will artificial intelligence and machine learning lead to a transformation of DUI-learning in SMEs? What are the implications for measurement?**  
*Bengt-Åke Lundvall*, Aalborg University
- 13.35 **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 Belarusian hidden champions**  
*Natalja Apanasovich*, Belarusian State University
- Discussion**  
*Georg Licht*, ZEW – Leibniz Centre for European Economic Research, Mannheim
- 15.00 Coffee Break
- 15.30 **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

- 17.10 **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

### **Discussion**

*Thomas Brenner*, Philipps University, Marburg

- 18.00 Dinner

- 18.45 **Innovating by interacting in SMEs: actors and barriers**

*Tatjana Bennat & Rolf Sternberg*, Leibniz University of Hannover

- 19.05 **Discussion**

*Thomas Brenner*, Philipps University, Marburg

- 19.30 Informal Meet-up in the Lounge

## Tuesday, February 23, 2021

- 07.30 Breakfast

- 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**

*Joachim Lange*, Protestant Academy of Loccum

- 10.25 Coffee Break

- 11.00 **Panel discussion: DUI as a policy target**

*Georg Licht*, ZEW – Leibniz Centre for European Economic Research, Mannheim

*Susanne Gewinnus*, Association of German Chambers of Industry and Commerce, Berlin

*Gisela Philipsenburger*, 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

- 11.45 Lunch

- 12.30 **Keynote Lecture**  
**Finding the right innovation policy for SMEs in Europe**

*Andrés Rodríguez-Pose*, London School of Economics

- 13.15 **Closing remarks**

*Kilian Bizer*, Georg-August-University of Göttingen

## Speakers and Moderators:

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

*Tatjana Bennat* is Research Assistant and Ph.D.-student at the Institute of Economic and Cultural Geography, Leibniz University of Hannover.

*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.

*Dr. Susanne Gewinnus* is Head of Division "Industrial and Research Policy" at the Association of German Chambers of Industry and Commerce in Berlin.

*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 Philipsenburger* 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.

*Prof. Dr. Andrés Rodríguez-Pose* is Professor of Economic Geography at the London School of Economics.

*Prof. Dr. Rolf Sternberg* is Professor of Economic Geography at the Leibniz University of Hannover.

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