

IMPAKT RESEARCH GROUP: IMPACT CASES

**DEPARTMENT OF BUSINESS AND MANAGEMENT
ANNUAL SEMINAR, 29 SEPTEMBER 2017**



AALBORG UNIVERSITY
DENMARK

Influencing policymakers' perception of entrepreneurship

- Rockwool funded project: Jagten på fremtidens vækstvirksomheder (2007-2009).
- Output:
 - Main report 2009 + subsequent research publications
- Outreach
 - Press meeting and conference with participation from members of parliament etc.
 - Television interview TV2 News
 - Presentations Væksthus Midt workshops, Connect Denmark, Innovation Center Denmark (Palo Alto, California)
- Impact
 - Cited in publications by Economic Council (2013), Denmark's Growth Council (2010), Dansk Iværksætterforening, Startvækst
 - Employees at Ministry of Finance and Danish Business Authority (Erhvervsstyrelsen) mention the main publication as a reference book (which e.g. influences the way entrepreneurship performance is measured)
- Spinoffs
 - Business Aalborg: Effect evaluation of entrepreneurship counselling in Aalborg Municipality (2012-14)
 - DEA project: evaluation of the effect of the financial and economic crisis on entrepreneurship in Denmark (2012-13)
 - Request from Statistics Greenland (abandoned due to poor data quality)



Influencing actors in the wind turbine industry

- Recurring cooperation with the wind turbine industry association since 2005, focusing on subcontractors' role and status in the wind energy sector's value chain – identified lacking relations between subcontractors
- Output:
 - Three research reports (2006, 2012, 2014), several conference contributions (AoM, DRUID, IMP, etc.) and articles in Journal of Business Market Management, Technovation, Strategic Organization, California Management Review, Competition and Change and Journal of Business Research. Research impact: 320 Google Scholar references (August 2017).
- Outreach:
 - Presentation at seminars and in the industry association's annual meeting, as well as at the European Wind Energy Association (EWEA)
 - Several workshops with the association's members
 - 10+ newspaper articles, interviews
- Impact:
 - The research has formed the basis for decision making in companies and inspiration for developing courses in industry association regimes regarding subcontractor certification, upgrading and customer collaboration
 - The recommendations from reports have been used as part of a business startup in a concrete and documented case (five companies opening a joint factory in 2010) (<http://www.windpowermonthly.com/article/1019205/danish-manufacturers-pool-resources-break-china>)
 - Regional policy action: the Midtvind project in Central Denmark Region – collaboration between 14 companies, aims included building the ground for system deliverances (initial period 2009-2011, extended until 2014)



Prospects for generating future impact

- IMPACT: Intelligent Management of Passengers And Cargo through locaTion
 - Project connecting DSV, Freja, Danske Fragtmænd, Aalborg Havn, Aalborg Lufthavn, FDM, Gatehouse, NN (digital system provider), Imperial College London, Bech Bruun, Hebrew University Jerusalem, Institut for Byggeteknik, AAU Dept. for Business and Management
 - Aim: Tracking truck transportation to Aalborg Harbour (avoiding non-productive time) and tracking private transportation to Aalborg Airport (adjusting services)
- Documenting university impact – influencing how AAU measures and improves societal impact
 - Based on research by IMPAKT members on entrepreneurship and the role of universities

