



On Knowledge Usage and Innovation in Aeronautic Clusters Management

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Outline

I. Scope of the study

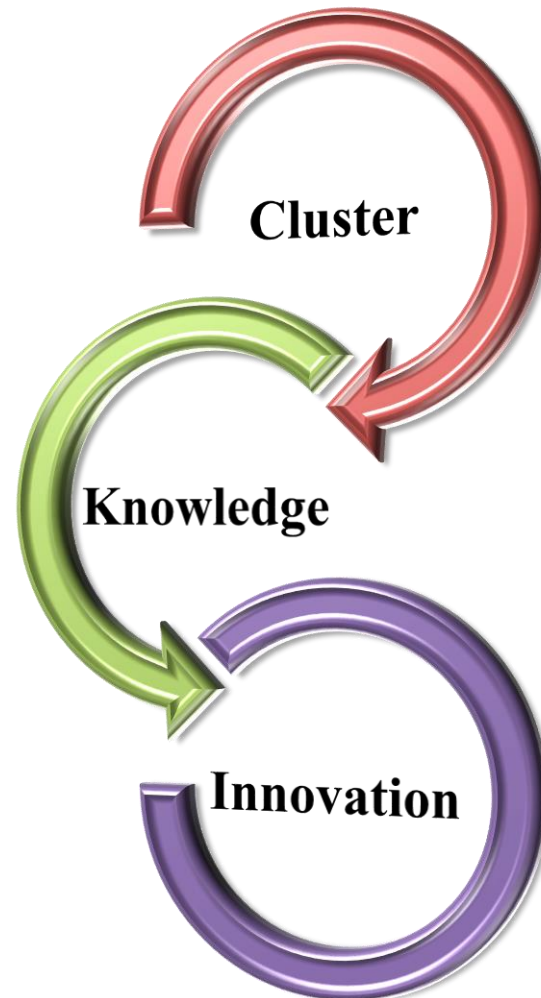
- 1) Purpose and aim
- 2) Framework

II. On knowledge usage

- 1) Research settings
- 2) Knowledge usage in aeronautic clusters

Scope of the study

1) Purpose and aim



Scope of the study

1) Purpose and aim

Industrial clusters:

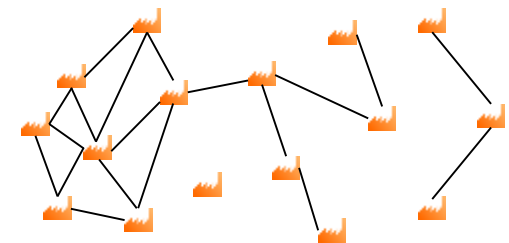
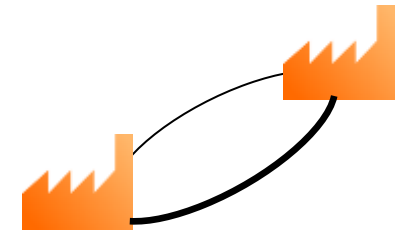
- Various types:
 - Top-Down vs bottom-up approaches
- Various themes:
 - Business, projects, technology...

Scope of the study

1) Purpose and aim

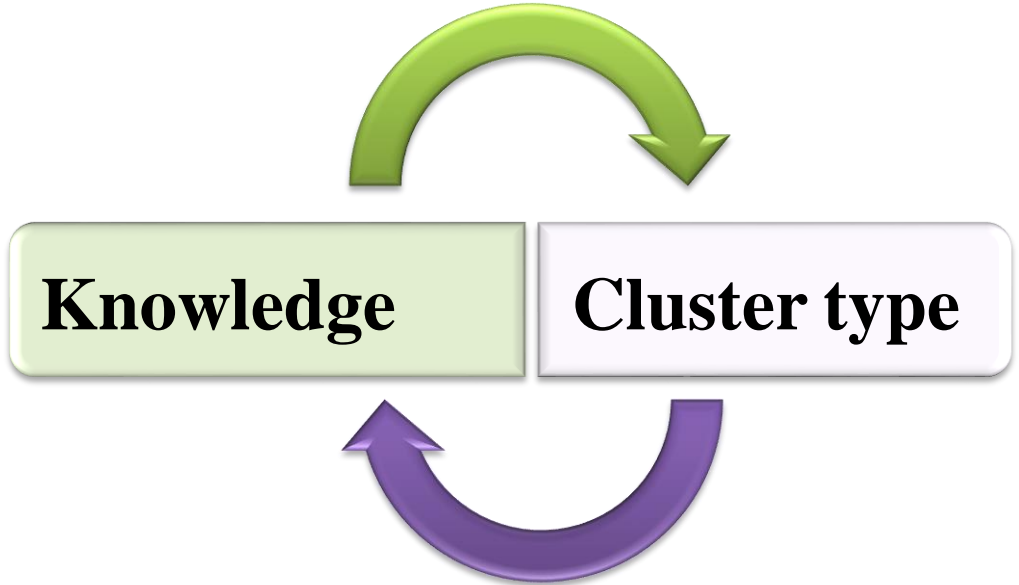
Knowledge qualification

- Tacit or explicit
- Centralized or scattered
- Hubs and structural holes



Scope of the study

1) Purpose and aim



Tacit ↔ Scattered
Explicit ↔ Hub

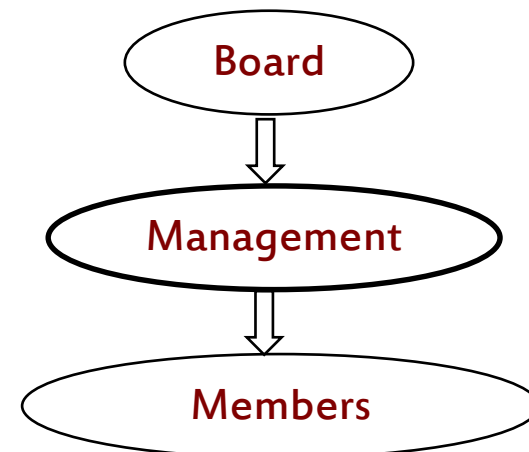
Scope of the study

1) Problematic

Literature shows that each cluster is different (type, knowledge usage, ecosystem, ...)

If everything is different, how to compare ?

Compare the **management**



Scope of the study

2) Framework

The TransNetAero program

- Aim: increase the competitiveness of SMEs
- Access to clusters managing teams

TransNetAero
transnational network of aerospace regions

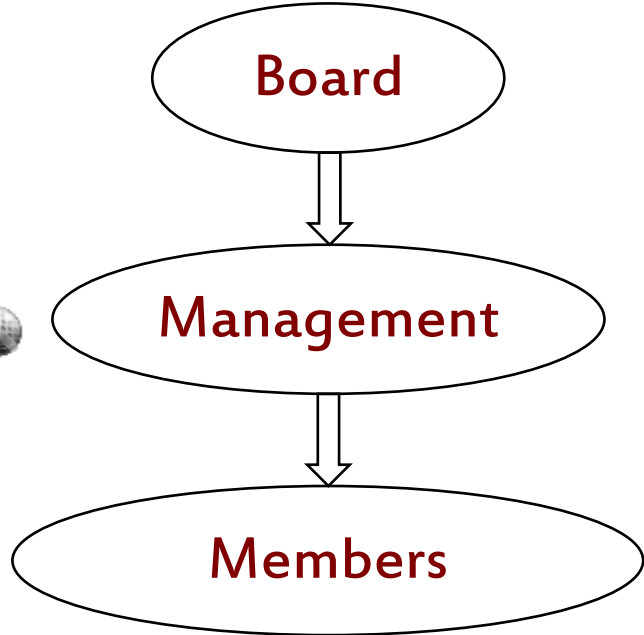


On knowledge usage

1) Research settings

Study of the management of clusters

Interviews



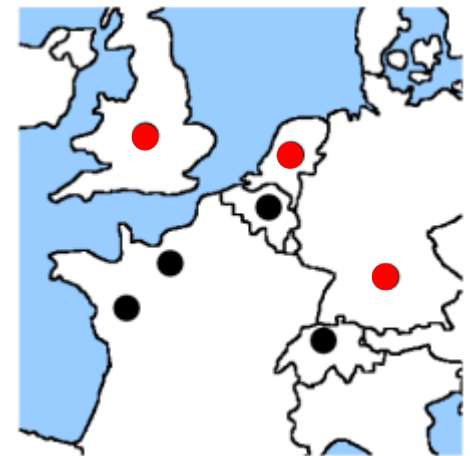
On knowledge usage

2) Knowledge usage in aeronautic clusters

Three different clusters

- Midlands Aerospace Alliance (MAA)
- Netherlands Aerospace Group (NAG)
- Forum Luft- und Raumfahrt BW (LRBW)

Three different organizations



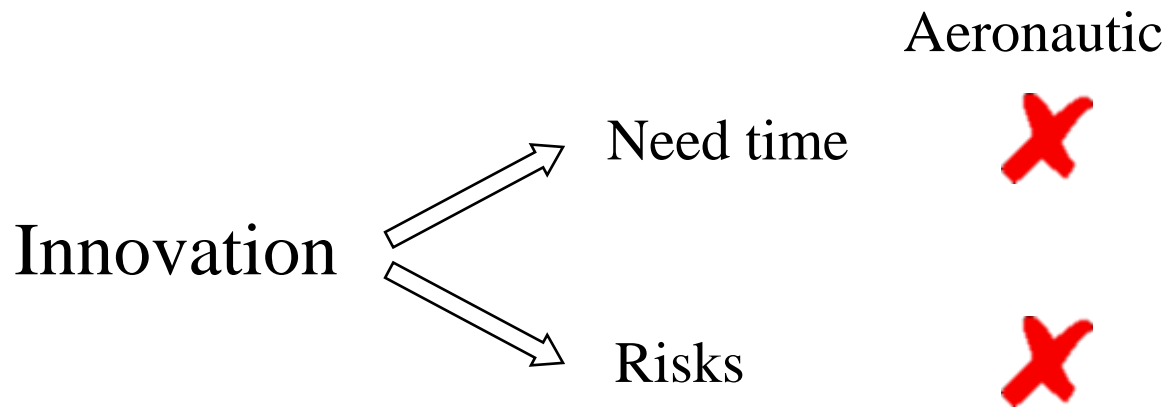
On knowledge usage

2) Knowledge usage in aeronautic clusters

Cluster	MAA	NAG	LRBW
Main purpose	development	business	Networking
Density	dense	medium	Scattered
Knowledge type	tacit and explicit	tacit	tacit
Knowledge management	vertically in supply chain	centralized	on demand

On knowledge usage

2) Knowledge usage in aeronautic clusters



➔ **Best practices**

On knowledge usage

2) Knowledge usage in aeronautic clusters

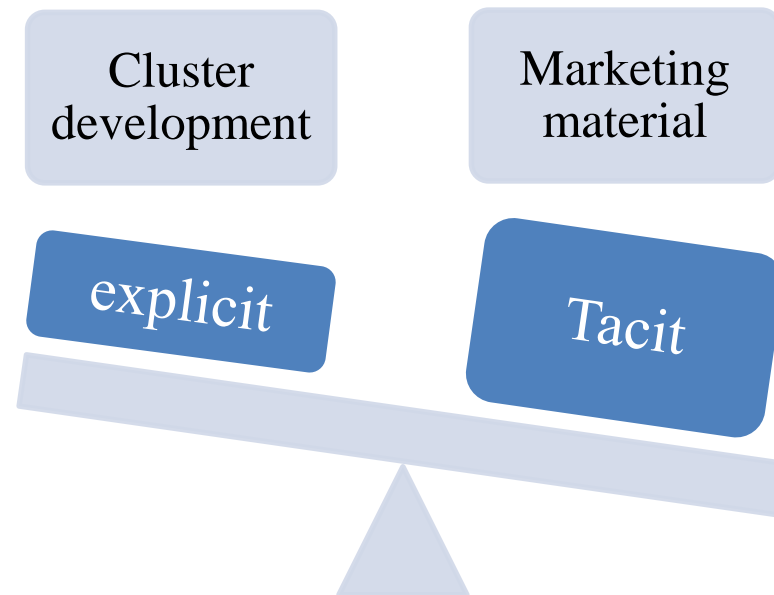
Best practices

Cluster	MAA	NAG	LRBW
Main purpose	Development	Business	Networking
Best practice	Communication material	Diverse managing team	Involvement in other industrial activities
Best knowledge usage	Diffusion	Marketing	Sourcing

On knowledge usage

2) Knowledge usage in aeronautic clusters

On best knowledge usage in aeronautic clusters



Conclusion

- Does knowledge usage depend of the context ?
- Business vs. development approach
- Towards a knowledge usage toolbox ?

On knowledge usage

2) Knowledge usage in aeronautic clusters

Knowledge type (business...) and qualification

Practices / knowledge use