



**SALFORD  
BUSINESS  
SCHOOL**



The Impact of Knowledge Transfer Partnerships

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## Walk the talk

- Introductions
- Benefits: Academic Teams
- Benefits: Associate
- Benefits: Company Case study
- Challenges.....
- Top tips



## My Profile

- Ex KTP Associate
- Reader in Digital Technologies
- PGR Director
- Director Centre for Digital Business
- VP of UKAIS (UK Academy of Information Systems)
- Co-Chair Women in Research Task Group
- PG Programme Leader
- Part of 8 KTP/KEPs (Knowledge Transfer Partnerships)

KTPs and KXPs	KTP Activity	Academic Team	Year
<b>HH Reeds: £91,722</b>	E-Commerce and organisational change	Griffiths, Fletcher, Fenton and Chen	2019-2019
<b>Reputation Consultancy (HEIF funded KXP) £36,000</b>	Development of a data aggregator	Fletcher, Heinze and Griffiths	2018- 2019
<b>Hydro-X (HEIF Funded KXP): £36,000</b>	Development of a Health and Safety training platform	Heinze, Fenton and Griffiths	2017-2018
<b>Sigma Ltd: £61,173</b>	Tech for Good: UX Methodology	Kreps, Griffiths and Kutar	2014- 2016
<b>Pennine Telecom Ltd: £779, 722</b>	Organisational change and digital marketing strategy	Griffiths, Darlington and Rashid	2014- 2016
<b>Tameside Council: £59,577</b>	Strategy for Empty Homes	Brown, Scullion and Griffiths	2013-2015
<b>Cetus: £91,691</b>	Developing an in-house Enterprise System	Griffiths, Heinze and Light	2009 - 2011
<b>BETA Group Ltd: £790,061</b>	Customising a SAP for SMEs	Heinze, Griffiths and Davies	2009-2011



# Benefit: Academics

- Access to and invited inside the business and all that brings
- Knowledge Transfer in action
- Live teaching case studies: the more student projects the better
- Salford work with SMEs so meets objectives
- Three Ps: presence, publications and purse
- REF(able): funding and Research Impact Case Study
- Living research project





## **Benefit: Associates**

- Project manage a strategic business objective
- Agent of change
- Employed by university but work for the company
- Higher Degree
- Personal development budget
- Fantastic Experience whilst being supported by  
KTP structure
- Spring board for future career

University of  
**Salford**  
MANCHESTER

SALFORD BUSINESS  
SCHOOL

**The Salford MBA**

Global thinking.

Sustainable practice.

Professional skills.



**Benefits KTP: Pennine Telecom**





- The aim of the KTP was to embed a strategy of cross-channel sales & marketing, concentrating on a seamless approach to the client through all available channels.
- The project focussed on the company's digital marketing strategy, identifying ways of cross-selling into the customer base utilising digital platforms and social media channels. (2014/2016)

**Pennine**telecom





- Pennine is a Bury based mid- sized SME, an independent specialist communications expertise to UK businesses, local authorities and the public sector.
- The company lacked knowledge/skills to develop a digital international marketing strategy and fully embrace digital media in order to maximise campaigns, monitor returns on investment
- Embed a “be social” culture

# Benefit: Company

- Knowledge transfer
- Innovation = productivity
- Access to knowledge base
- Spotlight on a business critical problem
- Dedicated talent focussing on project
- Transformation of business as KTP has a ripple effect
- Nurturing of talent
- Funds to support growth
- Access to a network







## Balancing Act

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- Between the three partners
- Of academics workload
- Managing everyone's expectations
- Live project versus live research





# Challenges

- *People, people and people!!*
- *External drivers change*
- *Change in leadership*
- *The last 6 months if the associate is not staying beyond project*
- *Change in company situation*
- *Change in academic team (lose a skillset)*
- *Project is not delivering as expected*
- *Big responsibility*
- *Associate is the wrong fit*
- *Expect to work hard!*

# Tips for Success

A top-down view of a white desk. In the upper right, a black smartphone lies on a stack of papers. Below it is a white coffee cup with a lid. In the lower right, a white smartphone is visible, displaying a circular refresh icon on its screen. The background is a plain, light-colored surface.

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- Employ the right Associate (KEY)
  - Establish communication channels
  - Stick to the workplan
  - Build strong working relationships
  - Get to know everyone in that business
  - Be present (be part of furniture)
  - Look after the paperwork
  - The Final Report: understand what you're being measured on
  - Get quick wins for the business
  - Be prepared for hard work

A person wearing a light blue button-down shirt is seated at a dark wooden desk. They are holding a black pen and writing in an open notebook. To their right, a laptop is open, and their other hand is positioned near the keyboard. The background is a warm, orange-toned wall. The text "Can that be you?" is overlaid in white, sans-serif font across the center of the image.

Can that be you?





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