

Fraunhofer Center for International Management and Knowledge Economy IMW

Research and Development: socioeconomically and scientifically based

The **Fraunhofer Center for International Management and Knowledge Economy IMW** is a **socio-economic institute** focusing on applied research within the Fraunhofer-Gesellschaft. **The institute carries out its work under the leadership of Director, Professor Thorsten Posselt.**

Our **international team** of experts is involved in research and development at an interdisciplinary level, and advises clients from industry, business, institutions, governments, regions and policy-making bodies. Many of our scientists have accumulated years of **international experience and expertise**. They are drawn from 15 countries, speak upwards of 30 languages between them, and combine their economic, social, political and cultural knowledge to solve issues of global knowledge economy.

Our institute seeks to explore and answer questions in the areas of:

- **knowledge and technology transfer and**
- **corporate development in international competition.**

We take an applied and solutions-oriented approach working with researchers and engineers from the disciplines of technology, natural sciences and medicine, and in particular from our sister institutes within the Fraunhofer-Gesellschaft. We take intercultural differences into account and concentrate on specific tasks in a country, region, industry or political arena. Businesses, institutions, governments and regions all stand to benefit from analyses of the potential, conception, financing, implementation and execution of international projects and networking activities. They will also benefit from the analysis and optimization of business models as well as our competences in the fields of internationalization, innovation

and technology management, innovation financing, strategy development, knowledge economy and research marketing.

In 2014 the Institute established its **Big Data Center**, with more than 220 processors and around 450 Terabytes of storage capacity. With the technical infrastructure and economic and scientific expertise of our institute, Fraunhofer Center Leipzig is perfectly positioned to help clients on their roads to the digitalization of their processes and business models. In prototypes, we show how it is possible to implement digital innovation with the help of Smart Data.

Key information on the Fraunhofer Center for International Management and Knowledge Economy:

- **Founded: 2006**
- **Location: Leipzig**
- **Permanent staff members: 64**
- **Professional expertise: economic science, politics and social sciences**
- **Cultural and regional competence: 15 countries and over 30 languages**

OUR NEW RANGE OF SERVICES

FRAUNHOFER CENTER FOR INTERNATIONAL MANAGEMENT AND KNOWLEDGE ECONOMY IMW

CORPORATE DEVELOPMENT IN INTERNATIONAL COMPETITION

Research and Business Accelerator

- Internationalization concepts for research and industrial projects
- International project management for research and industrial projects
- International business/customer development analytics
- Market assessment, market foresight, and market road maps

Business Models: Engineering and Innovation

- Business model engineering and standardization
- Strategic positioning and business model audits
- Business model innovations

Price and Service Management

- Developing innovative revenue
- Price and product optimization
- Development and quality management of services

Professional Development and Competence Management

- Designing and implementing competence management models in SMEs
- „Human Resource Management“ (staff recruitment, staff development and staff planning, work-life balance, preventative work and health management, diversity management, culture-specific human resource management)
- Managing learning processes

Regional Positioning and Location Development

- Location benchmarking and development
- Employer branding at new locations
- Regional branding

KNOWLEDGE AND TECHNOLOGY TRANSFER

Professionalization of Knowledge Transfer Processes

- Analyzing the areas where socio-economic aspects impact on the use of new technologies or social innovations
- Measuring and evaluating the impact of research and innovation policy measures
- Designing and evaluating knowledge transfer processes in interdisciplinary collaborative projects
- Project Communication

Innovation Financing

- Implementation of funding strategies/instruments, particularly in the context of EU projects
- Analysis of perfectly suited funding options for innovators and international investors
- Further development and transnational transfer of innovative financial instruments, particularly in the field of environmental innovations

Competitive Intelligence

- Customized solutions for continuous competition monitoring
- Finding and assessing global competitors and experts
- Analysis of fields of technology

Entrepreneurship and Innovation for Development Cooperation

- Promotion of University - Business Linkages
- Entrepreneurship Promotion
- Development of Research and Innovation Centers

Innovation Policy and Transfer Design

- Development of new approaches and instruments for innovation policy
- Assessment and evaluation of policy measures
- Scientifically based advice on political decision-making processes
- Assistance with the design and organization of transfer structures and networks under consideration of contexts, incentives and stakeholders involved

Stakeholder Dialogue and Social Acceptance

- Social acceptance research
- Integrated evaluation of infrastructure projects and stakeholder dialogues
- Supporting international negotiations in the field of environmental protection from a political science perspective

Contact

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