

Global IP Management Best Practice Study Details of the Research Project

Topic	Description
OBJECTIVES	<ul style="list-style-type: none"> ▪ From a practical point-of-view: Understand how firms manage their IPRs, along a pre-defined IP Management Lifecycle Framework ▪ From an academic point-of-view: Accelerate and advance research in IP management, specifically with a focus on management research
BENEFITS for PARTICIPATING FIRMS	<ul style="list-style-type: none"> ▪ Participating firms will receive an individualized benchmarking report incl. the Digital IP Index ▪ Participating firms can take advantage of our special rates for the IP Management conference, held in September 2019 at the WHU
GEOGRAPHIC COVERAGE	<ul style="list-style-type: none"> ▪ Europe, ▪ United States of America, and ▪ Japan
QUESTIONNAIRE	<ul style="list-style-type: none"> ▪ Topics: IP Processes, Organization, Strategy, Culture, Performance Metrics, Big Data & Analytics, Monetization, Digitalization ▪ Time for answering the questionnaire: 45 – 60 minutes
CONFIDENTIALITY	<ul style="list-style-type: none"> ▪ All information, and individual responses, will be treated strictly confidential. Neither you nor your company's data will ever be identified by third parties. Only aggregate results will be made available for benchmarking purposes and scientific publications. You may request our NDA by sending a request to: ipmsummit@whu.edu
PROJECT TEAM	<ul style="list-style-type: none"> ▪ The study is carried-out by three world-leading academic institutions, namely: the WHU – Otto Beisheim School of Management (Germany), Kellogg School of Management (Northwestern University, USA), and Keio Business School (Japan). <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  <p>Prof. Dr. H. Ernst </p> </div> <div style="text-align: center;">  <p>Prof. J. Conley, PhD </p> </div> <div style="text-align: center;">  <p>Prof. M. Sakashita, PhD </p> </div> <div style="text-align: center;">  <p>Kolin Schunck </p> </div> </div>
DURATION	<ul style="list-style-type: none"> ▪ Europe and U.S. during 2018; Japan tbd
CONTACT DETAILS EUROPE	<p>Mr. Kolin Schunck, Project Lead and Doctoral Candidate WHU – Otto Beisheim School of Management Burgplatz 2 in 56179 Vallendar, Germany Phone: +49 261 6509 245 Mobile: +49 160 979 298 17 E-Mail: kolin.schunck@whu.edu Website: https://ipXcellence.com</p>

Multiple Countries, Many Blue Chip Companies, a Global Perspective, and Three Highly Recognized Academic Institutions



ZF Friedrichshafen AG



The Chemical Company

AIRBUS



CLARIANT



TATA STEEL



131
Companies

(as of Nov 2018)

8+
Industries

3
Highly-ranked
academic institutions



TESTIMONIALS

„I am very thankful that I decided to participate in the study. The topics selected, and questions asked were very interesting, up-to-date, and future-oriented.

The whole survey is designed in a very professional way. The contact to, and response speed by Mr. Schunck is excellent.

I am already looking forward to the benchmarking report, and the IP Management conference.”

- Participants of the Study -