

Action Research in Academic Research Commercialisation: Case KnoPro Project

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Research Commercialisation in Universities

- Teaching, reseach, interaction
- European paradox
- Learning
- KnoPro Project
 - Procedures to commercialise
 - Four cutting edge subprojects



Researcher's dual role

- Active in subprojects
 - Planner
 - Facilitator

ACTION RESEARCH

- Passive in overall project
 - Observer
 - Interviewer

TRADITIONAL QUALITATIVE RESEARCH



Challenges and Advantages

- Too close, too blind
 - Access to inside knowledge
- To lead or to leave
 - Privilege to contribute
- Learning by doing and doing with learning
 - Continuous self reflection



Thank you

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