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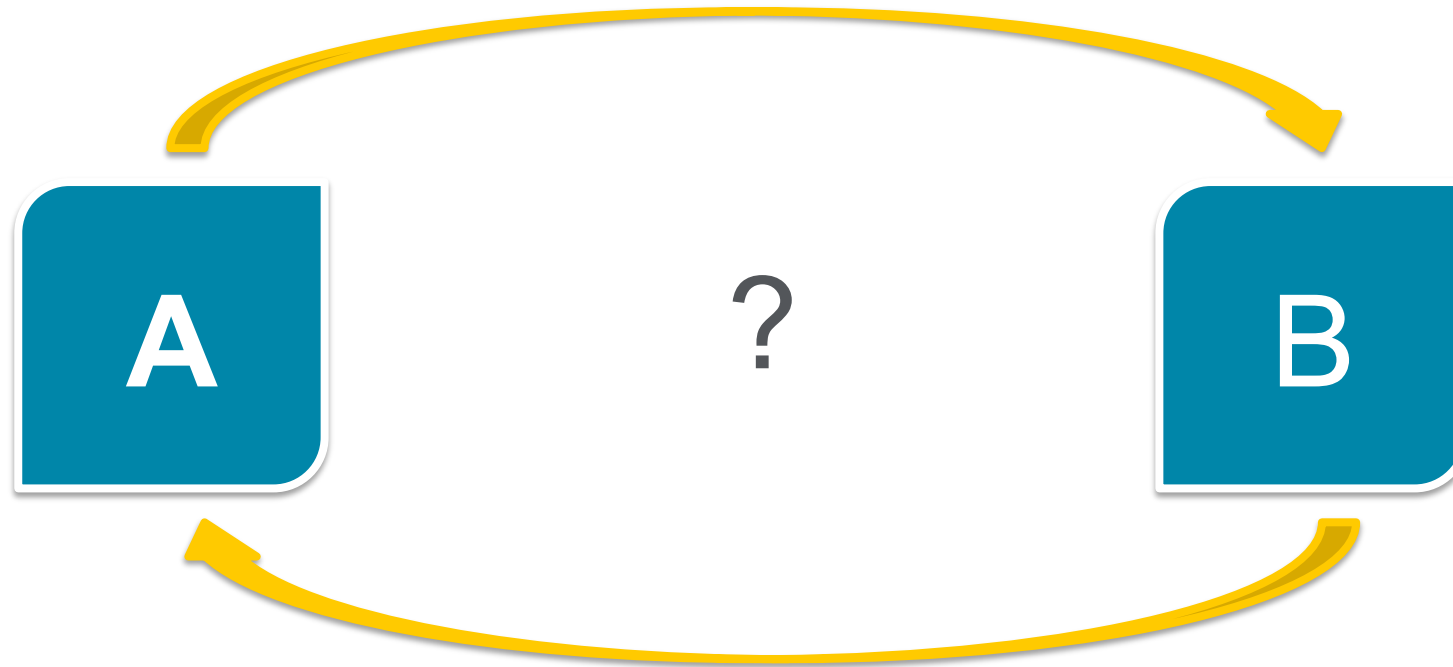
Planting the seeds of knowledge: Big data, R&D and business opportunities

Thomas Gurney, PhD
Analytics Product Manager, Analytical Services

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Problem

Knowledge transfer and dynamics



Stepping back

Knowledge transfer and dynamics

- HOW:
 - Most common cited knowledge transfer mechanisms and inputs are:
 - patents
 - **publications**
 - informal and formal interactions
 - personnel hiring
 - licensing
 - **R&D collaborations**
 - contract R&D
 - consulting

Absorptive capacity is key

In practice

Syngenta – recent acquisition by ChemChina - \$44 Billion

Growing together



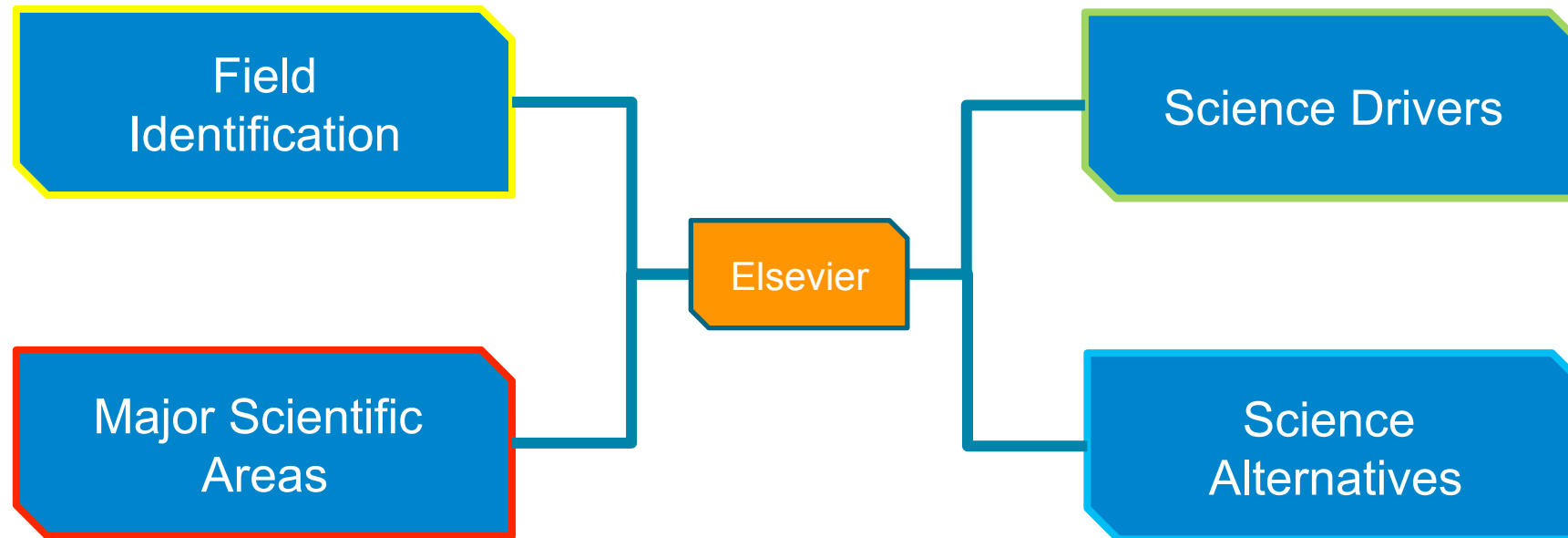
The way ahead



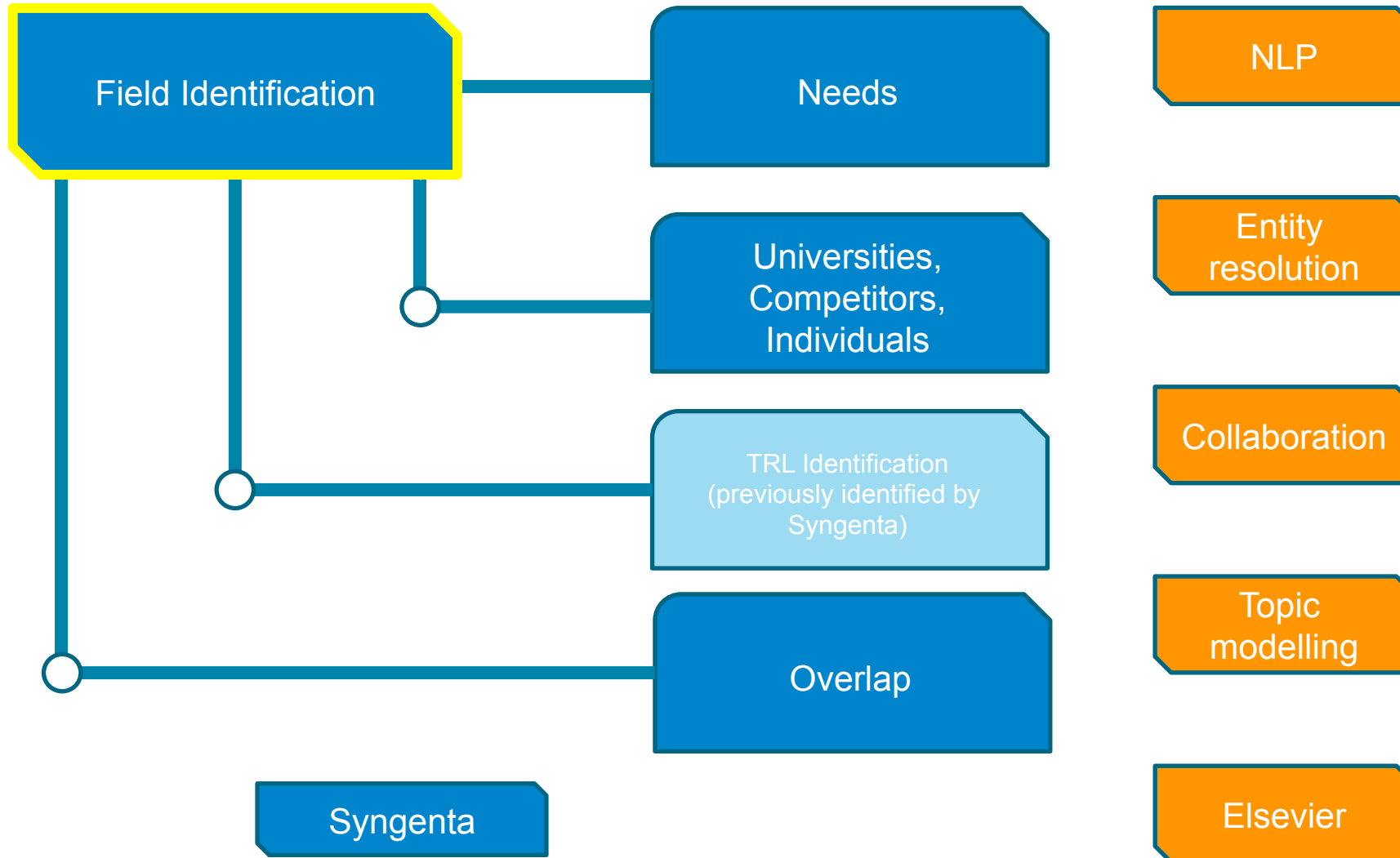
Agriculture in China



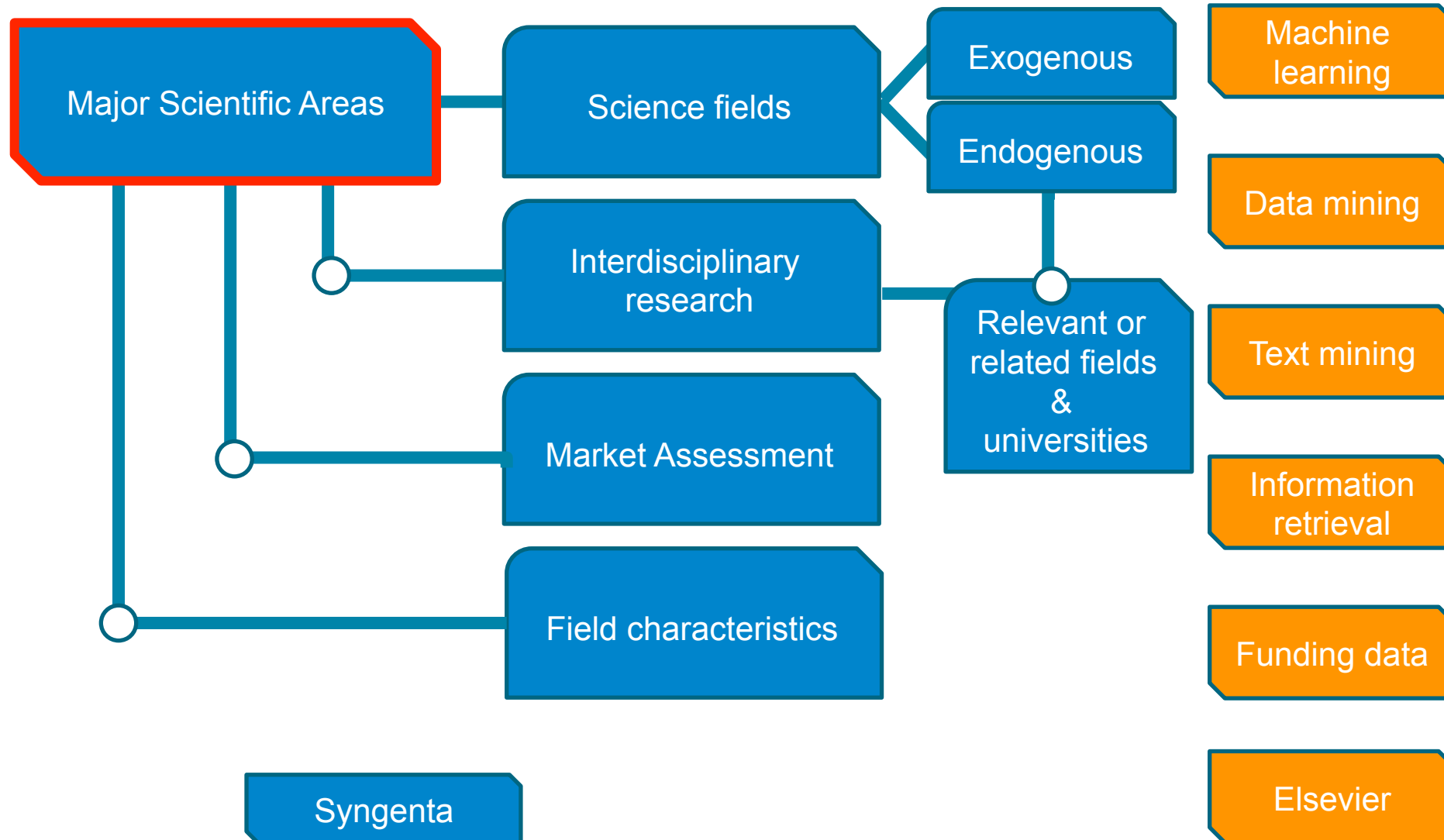
Syngenta's requests to Elsevier



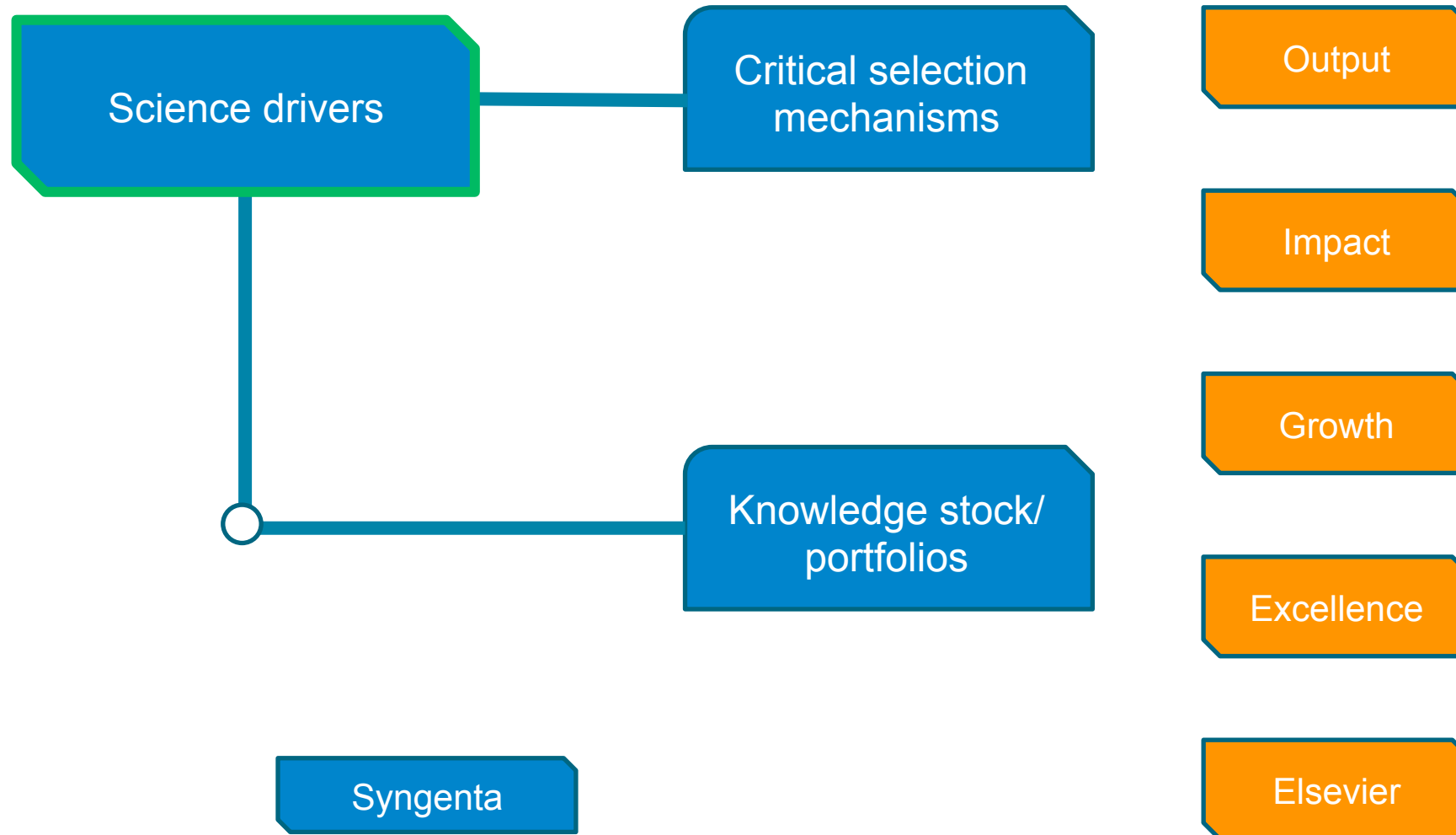
Application – Field Identification



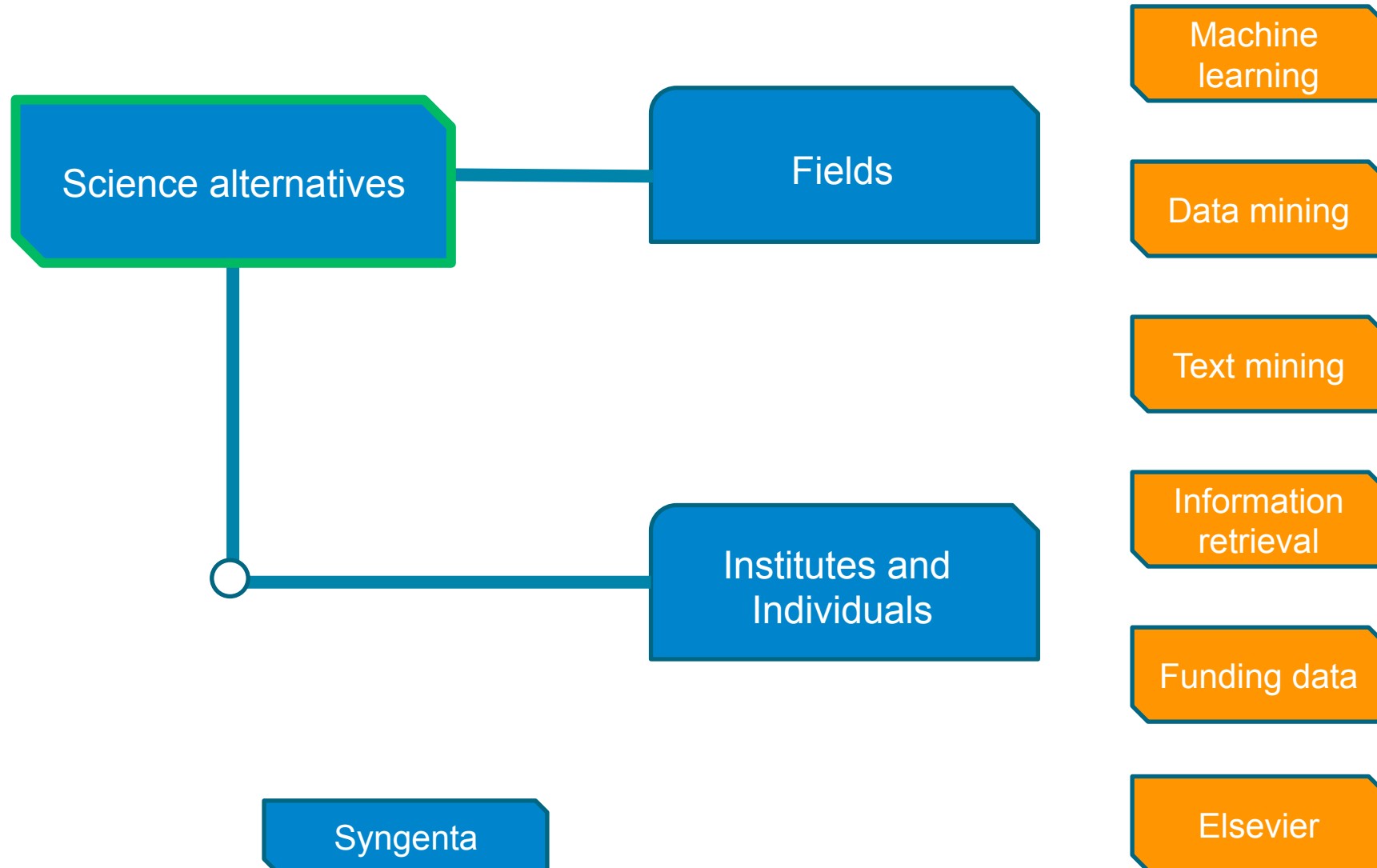
Application – Major Scientific Areas



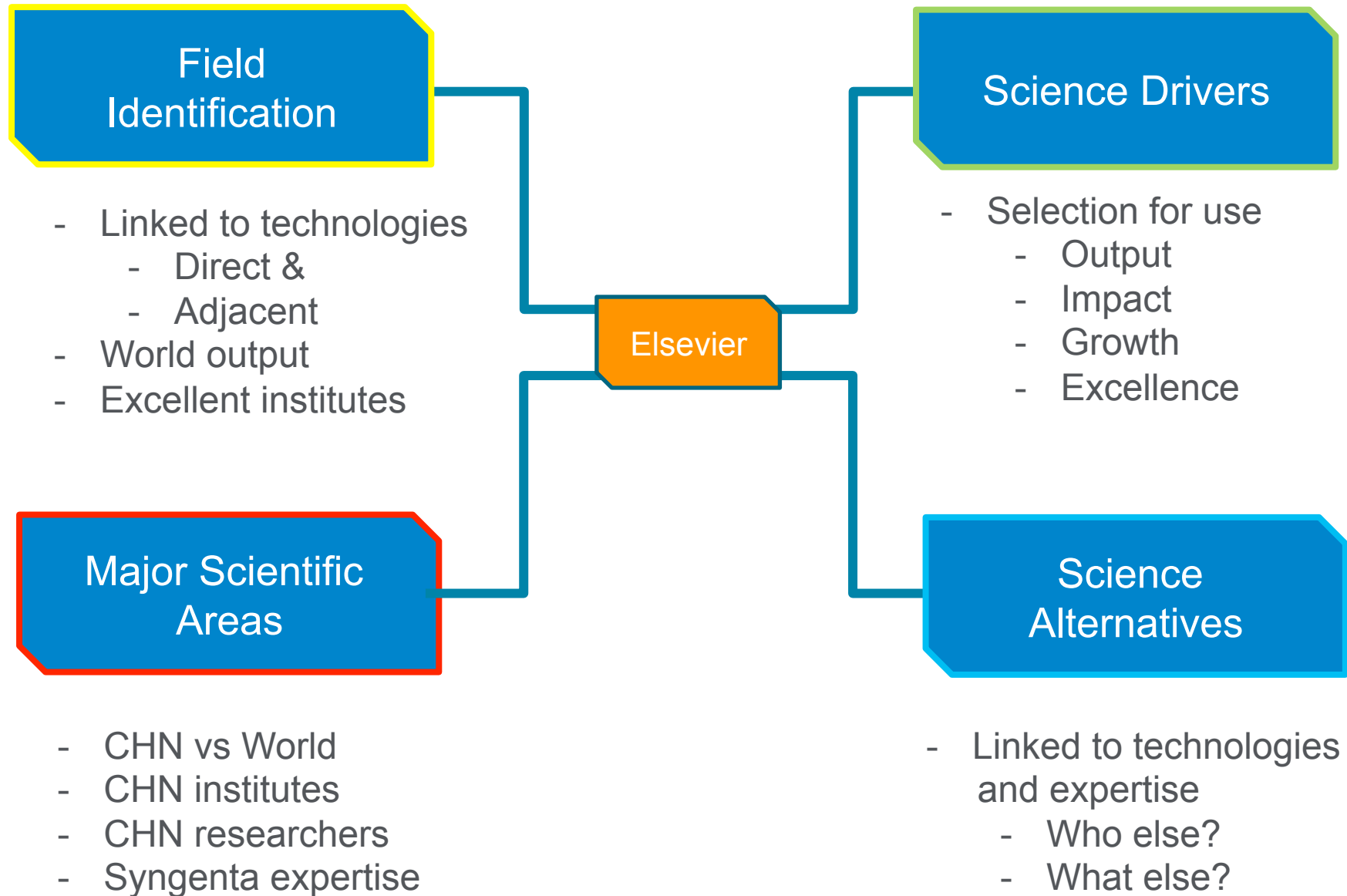
Application – Science Drivers



Application – Science Alternatives



Results



Final words

Important to identify & understand potential collaborators and their level of expertise

Absorptive capacity is key

Additional indicators can help each business line

Recognising reach and foresight of fundamental vs applied knowledge

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Thank you

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