Chapter 12
Information Management for the University–Enterprise Interaction: Considerations From the Research Groups Directory of the CNPQ in Brazil

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**ABSTRACT**

This chapter analyzes the importance of Information Management for the phenomenon of University-Enterprise (U-E) interaction, based on the Directory of Research Groups (DGP) in Brazil, of the National Council for Scientific and Technological Development (CNPq). The methodology used consisted in analyzing, by the empirical-analytic research and descriptive-analytical approach, the data available on this database. The data is about the activities of the research groups of the Federal University of Bahia (UFBA), interacting with companies from 2002 to 2010. Results show information management is important for this occurrence because it contributes to the recognition of interest and the conditions of interaction of the actors, enhancing the transfer of knowledge and technologies.
INTRODUCTION

Information Management plays a strategic role in the decision-making process in innovative organizations, covering from innovation management to competitive intelligence.

Based on the understanding of Reis (1993), it is perceived that, as important as having access to information, it is its quality and rapid acquisition that will allow the achievement of objectives.

In the Information and Knowledge Society (QUEVEDO, 2007), the generation and diffusion of these inputs has become increasingly intense. The rapid, systematized and qualified management of information is important for the effective transfer of technologies, reflecting the phenomenon of University-Enterprise (U-E) interaction.

The Directory of Research Groups in Brazil (DGP), of the National Council for Scientific and Technological Development (CNPq), is a database that contains information about research groups that are active in the country, and can contribute to the understanding of phenomena on U-E interaction by providing information on interaction between universities and the productive sector, serving both the scientific and technological community as well as political-administrative organizations and professionals working with innovations in general.

This paper aims to analyze the role of information management for University-Enterprise interaction, since there is, in this phenomenon, the need for a good communication channel to enable the exchange of knowledge and technology between the parties involved. For this purpose, the DGP is used as the object of study to map and analyze the interactions between research groups and companies.

BACKGROUND

Because of economic globalization and, consequently, the diffusion of technological advances, the economy and the social structure underwent a structural reorganization (BORGES, 2008). In this sense, one of the aspects that have had most influence on the world framework was the relative capacity to innovate, spread and apply new knowledge, and, secondarily, capital, natural resources or cheap labor force, with the purpose of improving competitiveness (QUANDT, 2004).

These changes demanded of man the expansion of freedom and human capacity, constituting a new society that was called the Information and Knowledge Society. Although the terms information and knowledge are used interchangeably, Carvalho (2000) understands that the Information Society directs the information object as a product or input, whereas, in speaking of the Knowledge Society, the focus is on the use of information by the individual as part of the process of knowledge formation.

For Albagli (2007), the Information Society is usually associated with the development and diffusion of Information and Communication Technologies (ICTs), providing applications and innovations in various fields of economic, political and social life, particularly the formation of networks of all kinds, connected by electronic and digital means. The Knowledge Society, for its part, refers to the capacity to generate and use knowledge relevant to innovation and development.

It is necessary here to distinguish information and knowledge. Information is a message, which may be in the form of a written or spoken document or communication. Knowledge, however, is designed to shape the person who receives it in the sense of making some difference in their perspective or insight (DAVENPORT & PRUSAK, 1998).

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