## Global IP Management Best Practice Study
### Details of the Research Project

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<th>Topic</th>
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| **OBJECTIVES** | § 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** | § 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** | § Europe, § United States of America, and § Japan |
| **QUESTIONNAIRE** | § Topics: IP Processes, Organization, Strategy, Culture, Performance Metrics, Big Data & Analytics, Monetization, Digitalization
§ Time for answering the questionnaire: 45 – 60 minutes |
| **CONFIDENTIALITY** | § 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** | § 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). |

**DURATION**
§ Europe and U.S. during 2018; Japan tbd

**CONTACT DETAILS EUROPE**
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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 -