

## Poster Presentation Guidelines

- The poster presentation will be displayed in the Business School where we will also be having coffee breaks and lunch. Consequently, all posters will be accessible to the audience during the breaks.
- Please be aware that printing services will not be available at the venue, so please arrange this in advance of the Symposium and bring your printed poster with you.
- Delegates presenting posters will be expected to engage participants in discussion about their poster during one of the breaks. Timeslots will be allocated in advance of the day.
- Each accepted poster presentation will consist of one A1 (A frame size) poster (portrait orientation, as in the attached example).
- The top of your poster should give the title of your poster and your name, you are free to fill the remainder of your poster as you see fit.
- An effective poster will help you engage colleagues in conversation and get your main point(s) across to as many people as possible. An example poster is provided at the end of this document.
- There are numerous websites with hints and tips for preparing a good poster presentation. For example:
  - <http://www.ncsu.edu/project/posters/NewSite/>
  - <http://lorien.ncl.ac.uk/ming/dept/Tips/present/posters.htm>
  - <http://www.learning.wisc.edu/ugsymposium/poster.html>

# Managing organisational knowledge to enhance innovation capability in Thailand's functional food sector

Life expectancy and health consciousness

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generate a momentum in innovative food products

## Innovation and Capability in an Organisation

### Research Problem



Companies in the food industry need to cope with changes with globalisation, technology, cost competition and purchasing behaviours.

Management of knowledge is required to underpin development of new knowledge-intensive products and processes.

The direction of a company in the future depends on its own capabilities: level of technology, skills developed, intellectual property, managerial processes and its routines (Teece and Pisano 1994).

The knowledge base of an organisation



Source: F. Teece (2000), adapted from P. D. Adams and R. B. Storer (1998)

### Functional Foods

"is a food affecting beneficially one or more target functions in the body, beyond adequate nutritional effects, in a way that is relevant to either improved stage of health and well-being and/or reduction of risk of disease; it is not a pill or a capsule, but part of the normal food pattern"

Source: International Food Information Council (IFIC), 1999

### Research Aim

To understand the relationship between innovation capability and knowledge management which could support innovation performance of a knowledge-intensive company.

## Knowledge Management

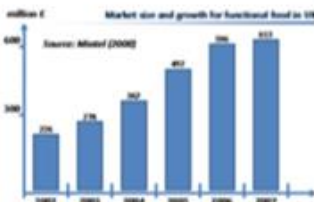
The value of knowledge could be claimed by its movement, flow, or growth which consequently lead to generation of new knowledge.

### Significance of the research

Managing organisational knowledge effectively can enhance the abilities to manipulate, facilitate, and synchronise external and internal knowledge which be required for development of new knowledge-intensive products, especially in functional food sector.



Source: Nonaka et al. (2000)



In 2006, additionally, functional foods totalled \$31.4 billion out of \$120 billion in healthy foods and \$366 billion in U.S. Food, with 10.2% growth.

## Thai Food Industry



- Industry fact file:
- Ranked as the world's 16 of food exporter (2007)
  - Gained \$24.2 billion revenue (2008)
  - Key comparative advantage is natural resource
  - Most raw materials (>80%) are sourced locally at low prices
  - Food processors turn their focus into value-added products

### Thai industrial case:

"Patum Rice Mill, one of leaders of Thai rice exporters, initiated a collaborative project with Kasetsart University to research and develop germinated brown rice product, 'NUTRA GABA RICE', which could function to help maintain blood pressure and blood sugar level."



