Investigating Knowledge Exchange in Innovation Networks; Performance Measurement Index for Innovation System of Poultry Industry in Fars Province, Iran

M. Shahvali[1], Z. Fozouni-Ardakani[*2].

1 Professor of Agricultural Extension & Education, College of Agriculture, Shiraz University, Shiraz, Iran ,2 Ph.D. Student of Agricultural Extension and Education Department, College of Agriculture, Tarbiat Modares University, Tehran, Iran

zfozuni@yahoo.com

At present, Innovation processes have changed from linear patterns to systematic pattern and today the concept of innovation system instead innovation is common. Thus, the use of innovation in economic, social, governance, political and management activities, during its evolution has entered into a new stages and mostly based on systematic participatory, learning and localization. Innovation system approach lies at the focus of the attentions and also entered into agricultural sector. However performance measurement is regarded as the priority of such research approach. In this study, we could develop "Knowledge Exchange in Innovation Networks" index by using a steps and mix (quantitative- qualitative) method for Poultry Industry in Fars Province. "Knowledge Exchange in Innovation Networks" index were initially generated for performance measurement of agricultural innovation system by doing a semi-structured and in-depth interviews with subject matter specialists and reviewing available literatures. Next, a two-stage Delphi questionnaire technique together with Kendall Coefficient of Concordance test were applied for its prioritization. Based on the results, concordance achieved on this index at 0.001. Finally, index came up for validation assessment of the quantitative step to examine its validation by urging micro-system stakeholders' mindsets in poultry slaughtering business. Taking a two-stage cluster sampling, primarily nine slaughterhouses were selected out of 17 active units in Shiraz, Marvdasht, Lar, Abadeh and Kazerun cities led to filling 210 questionnaires. Using the tool created viable information were classified based on their significance order. Forecasts spell out differential expressions which mainly rest on networking for exchange of knowledge and innovation rather than individual or positional aspects of respondents. At the end, certain recommendations are forwarded in favour of Innovation System in this industry.

Key Words: Agricultural Innovation System, Innovation Networks, Knowledge Exchange, Performance Measurement