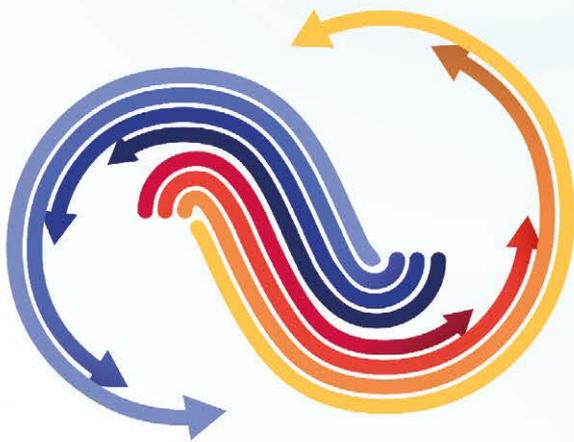


THE 2014 UNIVERSITY- INDUSTRY INTERACTION CONFERENCE



UNIVERSITY-INDUSTRY
INTERACTION 04/2014
BARCELONA, SPAIN



Facilitating Interaction, Creating Cooperation



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*Bringing together thought leaders for
successful university-industry interaction*



*A welcoming environment for
knowledge sharing and networking*



WELCOME



CONFERENCE CONCEPT



DEAR GUESTS AND PARTICIPANTS,

On behalf of the conference organisers and the scientific committee, we have the pleasure to welcome you to the 2014 University-Industry Interaction Conference. With a focus on "Challenges and solutions for fostering entrepreneurial universities and collaborative innovation", the conference brings together more than 300 participants from more than 50 countries.

We would like to encourage you to actively participate in the discussions and use the next three days for networking and generating new opportunities. We believe that learning, developing new and existing contacts as well as having a good time are highly interlinked aspects of a conference. We have therefore designed the 2014 University-Industry Interaction Conference in a way that all three aspects are equally fostered, resulting in a program that we trust will make best use of your conference experience.

As always with events, there are many people to thank including the Scientific and Organising Committees whom ensure a high quality conference. Thank you also to our very professional support staff

for the conference days who ensure that we have as much time available for enjoying the conference.

In terms of the location, we believe Barcelona to be the ideal location. Barcelona plays an important role in both industrial as well as educational Spain, and has a great focus on entrepreneurship and university-industry interaction by the local higher education institutions, evident through its award as European capital of Innovation (iCapital) in 2014 by the European Commission.

In recognition of our desire to immerse attendees in this rich culture, we feel very privileged and are thankful to the Science Museum "CosmoCaixa" for opening its doors for this unique event and allowing us to provide a platform for collaboration and discussion amongst academics and professionals from industry in this unique location.

We are very much looking forward to three full days of fruitful discussions and wish you a successful conference and a pleasant stay in the beautiful city of Barcelona.

Thorsten Kliewe
Chairman of UIIN,
Co-Chair of the
Conference

Roberto Fernández
President of ACUP,
President & rector of
Universitat de Lleida,
Co-Chair of the
conference

Thomas Baaken
Director of S2BMRC,
Co-Chair of the
Scientific Committee

Eric Viardot
Director Innovation
Centre EADA,
Co-Chair of the
Scientific Committee

EXTRACTING THE FULL VALUE OUT OF THE CONFERENCE

Fostering knowledge sharing and networking

We believe that the various formats of communication and discussion each have their individual advantages and should thus be integrated to get the most out of a conference. Therefore, the 2014 University-Industry Interaction Conference features:

- keynote speakers,
- parallel tracks,
- workshops,
- good practice presentations,
- networking meetings,
- science park tour,
- a poster session as well as
- a PhD workshop.

For more social interaction, we allow our participants to experience the city of Barcelona, including a champagne reception as well as a conference dinner in a stunning location.

Making a true impact

Bringing together more than 300 academics and business professionals in university-industry interaction, we believe that the event provides the perfect opportunity to discuss latest challenges and future directions.

Using a variety of instruments, including good practice publications, workshop & presentation session summaries as well as interviews, the conference will provide extensive documentation of all workshops. Finally, a conference report will be published, summarising the key outcomes of the event.

We encourage you to actively take part in the discussions and share your knowledge and experiences in order to get the most out of the conference.



CONFERENCE LOCATIONS

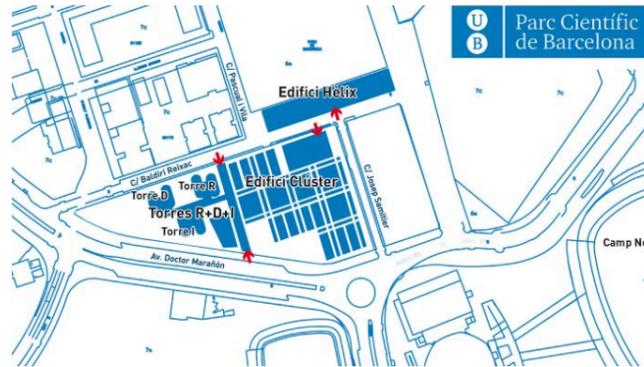


PHD WORKSHOP & SCIENCE PARK TOUR LOCATION (APRIL 23)

The PhD workshop and the Good Practice Science Park presentations and tour will take place at Barcelona Science Park (PCB), located at:

Barcelona Science Park, Torre D
Carrer de Baldiri Reixac, 4-8
08028 Barcelona
Spain

PCB can be accessed via car or public transport, the nearest tramstop with line T1, T2 and T3 or metroline L3.



PRE-CONFERENCE WORKSHOP LOCATIONS (APRIL 23)

The pre-conference workshops will take place at Barcelona Biomedical Research Park (PRBB) located at:

C/ Doctor Aiguader, 88
08003 Barcelona
Spain

PRBB can be accessed via car or public transport, the nearest busstop with line 36, 45, 59, 71 and 92 and via subway with line L4 at "Ciutadella – Vila Olímpica".



CONFERENCE LOCATION (APRIL 24-25)

The conference takes place at CosmoCaixa, 'The Science Museum', which is located at:

Isaac Newton 26
08022 Barcelona
Spain

The conference location can be accessed via car or public transport with the busstop at the front 17, 22, 58, 60, 73, 75 and 196, and the subwaystop "Avinguda del Tibidabo Station" Line 7.



HELPFUL INFORMATION



INFORMATION ON BARCELONA AND SPAIN

TAXES

Most purchases in Spain are subject to a sales tax totalling a 20% of the purchase price. Some items such as groceries are subject to a 10% of the purchase price.

TIPPING

It is customary to tip around 5% for good service in Spanish restaurants.

TRANSPORTATION

There is public transport available 500 metres west of the conference venue. You can also request the staff at the registration desk to call you a taxi. Transportation to the dinner location is organised by the conference organisers and will occur by bus.

MUST SEE

Barcelona offers many other opportunities (e.g. Ramblas, Sagrada Família, Park Güell). Please look in the Barcelona brochures that you will find in your conference bag.

INFORMATION ON THE CONFERENCE

BADGES

Please wear your badge at all times to ensure access to conference sessions and events. You can pick up your badge at the registration desk.

COAT CHECK

Attendees can store umbrellas, coats and laptops securely free of charge in the conference lobby. Conference staff will be present at the coat check at all times.

CELL PHONES

Cell phones must be turned off during all track sessions, presentations and keynote speeches.

LANGUAGE

The official conference language is English. No translation services will be available.

IMAGES, VIDEOS AND SOUND RECORDING

We inform you that your registration to the conference implies your agreement to be filmed, recorded and photographed during the duration of the conference.

Program-at-a-Glance

WEDNESDAY	10:00 - 13:30	PhD Workshop											
	13:30 - 14:30	Lunch Break											
	14:30 - 18:00	PhD Workshop		Barcelona Science Park Tour & Good Practice Cases		"Business from Science" Workshop		"Productive Creativity" Workshop		"Financing Innovation in Tough Times" Workshop		HEInnovate and UBC Workshop	
		PCB	Page 10	PCB	Page 10	PRBB	Page 11	PRBB	Page 11	PRBB	Page 11	PRBB	Page 11
18:00 - 20:00	Informal Pre-Conference Get Together [Page 11]												
THURSDAY	8:30 - 9:00	Conference Registration and Warm-up Coffee [Page 12]											
	9:00 - 9:30	Welcome Address (Auditorium) [Page 12]											
	9:30 - 11:00	Keynote Speeches (Auditorium) [Page 12]											
	11:00 - 11:30	Coffee Break											
	11:30 - 13:00	Academic Track		Academic Track		Practitioners Track		Good Practice Case Studies		Round Table Discussions / Networking			
		Academic Entrepreneurship: Spin-offs and Start-ups		Cooperative Research Centers: A Cross-National Perspective		Fostering Regional and National Innovation		Entrepreneurship Education		Networking			
		Alfa	Page 13	Beta	Page 13	Gamma	Page 13	Agora	Page 14	Tau	Page 14		
	13:00 - 14:30	Lunch Break & Poster Session [Page 15]											
	14:30 - 16:00	Entrepreneurship Education		Entrepreneurial Universities		Governmental and University Policies in University-Industry Interaction		Entrepreneurial Universities		Horizon 2020 Meeting			
		Alfa	Page 16	Beta	Page 16	Gamma	Page 16	Agora	Page 17	Tau	Page 17		
	16:00 - 16:30	Coffee Break											
	16:30 - 18:00	Policy in University-Industry Interaction: Government and Other Stakeholders		University-Industry Relationships		University-Business Cooperation		Lecturing, Training and Other Operational Activities		Networking & Round Table Discussions			
Alfa		Page 18	Beta	Page 18	Gamma	Page 18	Agora	Page 19	Tau	Page 19			
18:15 - 19:00	Bus transport to dinner location												
From 19:00	Champagne Reception & Conference Dinner [Page 20]												
FRIDAY	8:30 - 9:00	Warm-up Coffee and Discussion [Page 22]											
	9:00 - 10:30	Keynote Speeches (Auditorium) [Page 22]											
	10:30 - 10:50	Coffee Break											
	10:50 - 12:20	Behaviour and Intention in Entrepreneurship Education		Technology and Knowledge Transfer		Corporate Relationship Offices in the US		Regional Development		Networking & Round Table Discussion			
		Alfa	Page 23	Beta	Page 23	Gamma	Page 23	Agora	Page 24	Tau	Page 24		
	12:20 - 13:30	Lunch Break & Poster Session [Page 25]											
	13:30 - 15:00	Research and Researchers in University-Industry Interaction		Curriculum Development in Entrepreneurship Education		Understanding & Driving Performance in University-Industry Innovation		Curriculum Development: Fostering employability of Students		Erasmus+ Meeting			
		Alfa	Page 26	Beta	Page 26	Gamma	Page 26	Agora	Page 27	Tau	Page 27		
15:00 - 15:15	Coffee Break												
15:15 - 16:45	Regional and National Development		Intellectual Property and Patenting		Increasing Employability of Students		Experience From and Tools for Projects & Research Centres		Networking				
	Alfa	Page 28	Beta	Page 28	Gamma	Page 28	Agora	Page 29	Tau	Page 29			
16:45 - 17:15	Closing Session (Auditorium) [Page 29]												

PRE-CONFERENCE ACTIVITIES (PCB)



PHD WORKSHOP

APRIL 23 | 10:00 to 17:30 at PCB

The PhD seminar at the 2014 University-Industry Interaction Conference offers PhD students an opportunity to present and discuss their PhD projects. This in order to provide feedback, exchange views on their research in an inspiring academic setting of fellow PhD students and experienced researchers from related disciplines.

Science Marketing

Science-to-Business Marketing Research Centre

INTERNATIONAL GOOD PRACTICE PRESENTATIONS & TOUR OF THE BARCELONA SCIENCE PARK

APRIL 23 | 14:30 to 17:30 at PCB

The tour of the Barcelona Science Park starts with a case study presentation session at the Barcelona Science Park. Following the session, there will be a tour of the Science Park of Barcelona. After the tour the participants will be offered a bus transport from PCB to the conference get-together at PRBB.



HOW TO GET TO PCB:

The PhD workshop and the Barcelona Science Park tour does not take place at the conference venue, but at the Barcelona Science park. The science park can be accessed via Bus T1, T2 and T3 or subwayline L3.

The Science Park is located at:
Barcelona Science Park, Torre D
Carrer de Baldiri Reixac, 4-8
08028 Barcelona



Proof of concept best practices – University City Science Center's QED Program
Peter Melley (University City Science Center), Yatin Karpe (Lehigh University)

The University of Skovde and Gothia Science Park- an innovative award winning and competitive environment for education, research and business.
Patric Eriksson (Gothia Science Park)

Academic Firm - An experimental pioneer in revitalizing China industry-university linkage
I-Hung Li (Nanjing University)

The Aarhus University student incubator experience
Mia Louise Justesen (Aarhus University)

From incubators to technological park: The case of the city of Vitoria, Espirito Santo State- Brazil
Araken Lima (Brazilian National Institute of Industrial Property - INPI)



PRE-CONFERENCE ACTIVITIES (PRBB)



WORKSHOP ON "FINANCING INNOVATION IN DIFFICULT TIMES"

APRIL 23 | 14:30 to 18:00 at PRBB

The session will consist of a conference and round-table on issues of financing innovation through different mechanisms, in the context of economic crisis and capital scarcity. The debate will include the opinions of representatives of Venture Capital fund managers, Business Angels, Crowdfunding organisations, Corporate funders, etc. Round-table participants will be announced later.

BUSINESS FROM SCIENCE WORKSHOP

APRIL 23 | 14:30 to 18:00 at PRBB

One of the major challenges in the management of technology and innovation is how to organize an efficient way from inventions to successful products and services on the market. On this journey, on the one hand internal competences and resources must be allocated in an effective way. On the other hand, it is important to absorb external knowledge to ensure a quick market diffusion. The "Business From Science Workshop" focuses on practices and tools that are needed in order to enhance the time-to-market period.

The pre-conference workshop day is hosted by:



PRE-CONFERENCE GET TOGETHER

APRIL 23 | 18:00 - 20:00 at PRBB

The pre-conference get-together is an informal event aiming to provide networking opportunities prior to the first conference day. Join a group of more than 150 participants for a drink at PRBB!

The get-together will start at 18:00 and takes place at:
PRBB
C/ Doctor Aiguader, 88
08003 Barcelona

PRODUCTIVE CREATIVITY WORKSHOP

APRIL 23 | 14:30 to 18:00 at PRBB

The workshop will focus on bringing creative ideas to productive innovation, neurosciences and creativity (learning how to think in a different way) and Gamestorming - a proven way method to transform ideas into results (divergence, exploration and convergence).

HEINNOVATE AND UNIVERSITY-BUSINESS COOPERATION WORKSHOP

APRIL 23 | 14:30 to 18:00 at PRBB

HEInnovate: This workshop is for people from Higher Education Institutions who wish to explore HEInnovate and the UBC-Ecosystem. Through a facilitated process, HEIs will identify their strengths and weakness in groups, and discuss how HEInnovate could be used in their own institutional settings for future strategy development.

University-Business Cooperation: The workshop will give a clear picture of the extent of UBC in Europe for participants to gain a better understanding of how UBC can be fostered, promoted and strengthened. The workshop will provide practical outcomes for practitioners, enabling them to measure UBC in their own institution and comparing the results with other organisations.





CONFERENCE REGISTRATION & WARM-UP COFFEE

8:15 - 9:00

The conference registration is accompanied by a welcome coffee. Please arrive early so that you can pick up your name tag and conference bag and enjoy a coffee before the start of the event.

WELCOME ADDRESS

9:00 - 9:30 (Auditorium)



Enric Fossas Colet
First Vicepresident & Rector of
Universitat Politècnica de Catalunya
BarcelonaTech



Thorsten Kliewe
Chairman of the University Industry
Innovation Network (UIIN)

KEYNOTE SPEAKER SESSION

9:30 - 11:00 (Auditorium)



9:30 › 10:15
Carl Schramm
American economist, entrepreneur,
and former President and CEO of the
Ewing Marion Kauffman Foundation



10:15 › 11:00
Matthias Kaiserswerth
Director and Vice President
IBM Research – Zurich

COFFEE BREAK

11:00 - 11:30

PARALLEL SESSION 1

11:30 › 13:00

ACADEMIC ENTREPRENEURSHIP: SPIN-OFFS AND START-UPS

Academic Track Session (Alfa)

Metaphors for knowledge in creative start-ups
Linda Greve (Aarhus University)

Incubators vs. Accelerators – Fostering university spin-offs by leveraging exploration and execution
Georg Fuerlinger (Austrian Institute of Technology)

University support initiatives and development of academic entrepreneurial intent: The role of start-up competitions
Roberto Parente (University of Salerno)

Opportunity exploitation in academic spin-off firms. A comparison between two different contexts.
Ugo Rizzo (University of Ferrara)

COOPERATIVE RESEARCH CENTERS: A CROSS-NATIONAL PERSPECTIVE

Academic Track Session (Beta)

Enabling industrial access to academic knowledge: experiences and implications among Australian CRCs
Turpin Tim (University of Western Sydney)

The development of Cooperative Research structure and programmes within the Irish Innovation Ecosystem
Ryan Jim (Circa Group Europe)

Exploring organizational structures and outcomes of cooperative research centres in the Spanish innovation system
Sandro Giachi (CSIC - Spanish National Research Council)

Cooperative research centers and small firm impacts: evaluation of the NSF small business innovation research (SBIR) membership supplement in industry/university cooperative centers experiment
Denis Gray (North Carolina State University)

FOSTERING REGIONAL AND NATIONAL INNOVATION

Practitioner Track Session (Gamma)

A model to enhance and exploit the results of research in two different geographical areas
Agatino Nicita ("Nicola Giordano" (ITAE) of Messina),
Antonio Andaloro ("Nicola Giordano" (ITAE) of Messina)

Inter-regional institutional learning and its impact on knowledge transfer in regional economies
Valerie Brett (Waterford Institute of Technology)

Towards an international cooperation approach to knowledge transfer between EU and MPC
Alberto Soraci (Associazione Italiana Broker Tecnologici)

Open innovation ecosystem around the "Centre for Open Middleware": a public-private partnership
Gonzalo Leon (UPM)





PARALLEL SESSION 1
11:30 › 13:00

ENTREPRENEURSHIP EDUCATION
Good Practice Session (Agora)

Technology entrepreneurship: Progress of a clinical approach over time
Sul Kassieh (University of New Mexico)

Fostering the entrepreneurship using university-industry interactions
Domingo Galiana-Lapera (Universidad Miguel Hernández)

Initiative for the development of business opportunities between high performance students and researchers from Universitat Jaume I: NETEC
Laura Martínez Peris (Universitat Jaume I), María Ripollés (Universitat Jaume I), María Isabel Beas (Universitat Jaume I)

The significance of the university environment for Entrepreneurship Education: A case study of an entrepreneurial university in Mexico
Rafael Alcaraz-Rodríguez (Tecnológico de Monterrey), Marcia Villasana (Tecnológico de Monterrey)

SpinIN: A Danish case of collaboration between student entrepreneurs and established companies
Anne Sofie Dahlmann Breindahl (Aarhus University), Dr. Claus Thrane (Aarhus University)



LUNCH & POSTER SESSION
13:00 › 14:30

The conference's *Poster Session* will be held during the lunch breaks on both conference days and will allow researchers to communicate their research and case studies on a large-format poster.

From research to innovation: The empowering Trans-Mediterranean Renewable Energy Innovation Alliance for Europe 2020 challenges – ETRERA-2020
Alberto Soraci (Innova BIC s.r.l.)

Electron microscopy center, interdisciplinary platform for biomedical and pharmaceutical industry research
Ciprian-Valentin Mihali (Vasile Goldis Western University of Arad)

Wanted: Young graduate with international networks and work-life experience
Lauri Holja (Extempo Osk / TAMK Proacademy), Maria Ruokonen (Extempo Osk / TAMK Proacademy), Timo Nevalainen (Tampere University of Applied Sciences)

Fetric the gateway to European Tunisian cooperation an example of coordinated strategy for the development of the RDI capacity of Tunisia
Moez Jebara (Ministry of Higher Education and Scientific Research - MESRST)

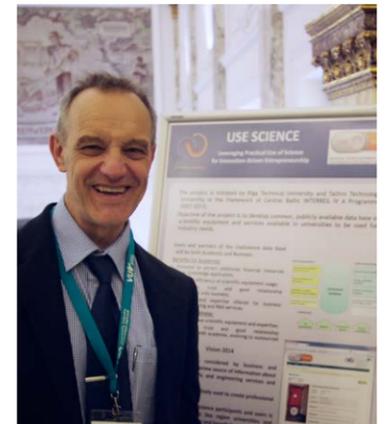
The impact of the Innovation Act in four Brazilian institutions scientific and technological
Deuzanira Lima dos Santos (National Institute of Amazonian Research (INPA)), José Claudio Valbuza (Federal Institute of Education)

Training for intangible asset management team of the technology transfer office
Deuzanira Lima dos Santos (National Institute of Amazonian Research (INPA))

An analysis of university-industry cooperation in Turkey
Seyda Ates (Hacettepe University Technology Transfer Center)

Competence-based approach for cultivation of professional innovative entrepreneurs
Georgy Laptev (Lomonosov Moscow State University)

BMGen in Japan as a Mediator between University-Industry Collaboration and Entrepreneurship Education
Akane Matsumae (Saga University)





PARALLEL SESSION 2

14:30 - 16:00

ENTREPRENEURSHIP EDUCATION

Academic Track Session (Alfa)

Impact of Entrepreneurship Education. Evidence from a quasi-experimental study
Niels Matti Søndergaard (DAMVAD A/S), Lasse Grosen (DAMVAD A/S)

Development of "Business Logics" in novice entrepreneurs in an academic incubator
María Redondo Carretero (Universidad de Valladolid), Firmansyah David (VU University Amsterdam)

Lean LaunchPad: A framework for Evidence-Based Entrepreneurship
Stephanie Marrus (University of California)

Entrepreneurial University: A Case Study On How To Integrate The Triple Helix Model
Jose Antonio Campos Granados (Universidad de Deusto)

ENTREPRENEURIAL UNIVERSITIES

Academic Track Session (Beta)

Leading transformational change in higher education: Discussion of literature and conceptual framework
Kafayat Lamidi (University of Huddersfield)

Factors fostering entrepreneurial universities to develop academic entrepreneurship activities: An assessment of European universities
Leire Markuerkiaga (Mondragon University)

Strategic management of Entrepreneurial Universities: Towards a multi-perspective framework
Johann Bronstein Bejarano (Leuphana University of Lüneburg)

An entrepreneurial model for internationalization of executive MBA programmes: The case of City College – International Faculty of the University Of Sheffield
Panayiotis Ketikidis (The University of Sheffield International Faculty - CITY College)

GOVERNMENTAL AND UNIVERSITY POLICIES IN UNIVERSITY-INDUSTRY INTERACTION

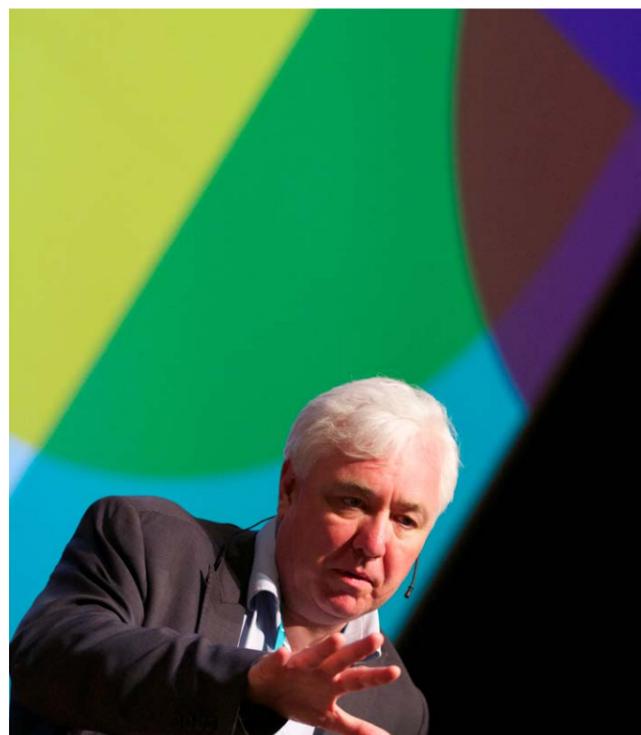
Practitioner Session (Gamma)

EuKTS – European system for CPD of KTT professionals
Ivan Dvorak (EuKTS aisbl), Katerina Ciharova (EuKTS aisbl)

Innovation strategy development for remote, rural and less favoured regions
Joe Irvine (University of the Highlands and Islands), Jari Kolehmainen (University Consortium of Seinäjoki), Juha Alarinta (University Consortium of Seinäjoki)

Empirical analysis of stem cell R&D policy – The Israeli case
Sharon Bar-Ziv (University of Haifa), Talya Ponchek (University of Haifa)

A model to manage and regulate university-business cooperation
Todd Davey and Victoria Galan Muros (Science-to-Business Marketing Research Centre)



PARALLEL SESSION 2

14:30 - 16:00

ENTREPRENEURIAL UNIVERSITIES

Good Practice Session (Agora)

Innovation Café – A university-based entrepreneurial ecosystem
Keith Marmer (Penn State University)

Partnering for the future: A case study in building long term Academic Industry Relationships
David Kirk (Dublin Institute of Technology)

Developing entrepreneurial university during rapid structural change: Case Kymenlaakso University of Applied Sciences
Ari Lindema (Kymenlaakso University of Applied Sciences)

INNOVATECH program to foster university-driven open innovation ecosystem for research commercialisation
Gonzalo Leon (UPM)

Virginia Commonwealth University playing the role of a venture creation university
Nicole Colomb (Virginia Commonwealth University), Ivelina Metcheva (Virginia Commonwealth University)

Lead to Win
Michael Weiss (Carleton University)

How universities and the business world may benefit from each other
Andreas Altmann (MCI Management Center Innsbruck)

COFFEE BREAK

16:00- 16:30

HORIZON 2020 MEETING

Meeting/Workshop (Tau)

Horizon 2020 Workshop
Researchers and scientists are more dependent than ever on funding from Europe, consequently competition is increasingly cutthroat and today's organisations at all levels need much broader, diversified skills and expertise to win bids and contracts. Rodger Pitfield (Director of Horizon Europa) will introduce the participants to the Horizon 2020 programme and the MAFF 2014-2020. His coaching and training programme will support the participants in identification of the relevant grant and developing the proposal/project to application.

The workshop will also allow time for networking, idea pitches and consortium development





PARALLEL SESSION 3

16:30 › 18:00

POLICY IN UNIVERSITY-INDUSTRY INTERACTION: GOVERNMENT AND OTHER STAKEHOLDERS

Academic Track Session (Alfa)

Industry-university collaboration: The moderating role of absorptive capacity on firm's innovativeness
Thomas Biedenbach (Umeå University), Vladimir Vanyushyn (Umeå University)

A new approach to evidence based policy: The science diplomacy as Scientific Advisory Systems
Zafer Uygun (Ministry of Science, Industry and Technology)

The role of higher education teaching and training on the national production of innovation
Mohammed Saad (University of the West of England - Bristol)

Relevant factors to regulate university-business cooperation in Europe
Victoria Galan Muros (Science-to-Business Marketing Research Centre)

UNIVERSITY-INDUSTRY RELATIONSHIPS

Academic Track Session (Beta)

Scenarios of transfer: Social roles within collaborative innovation processes
Grit Krause-Juettler (University of Technology Dresden)

Patents Bibliometrics: Evaluating Collaborations in R&D The Case Study Of Stem Cell Research In Israel
Talya Ponchek (University of Haifa)

The Role of Human Capital In University-Business Cooperation: The Case of Mexico
Humberto Merritt (National Polytechnic Institute)

Building A System Dynamics Model For Understanding The University-Industry Technology Transfer Process And The Implications For Technology Transfer Office Policies
Bernd Wurth (University of Strathclyde)

UNIVERSITY-BUSINESS COOPERATION

Practitioner Session (Gamma)

A Student-In-The-Middle Approach for successful University and Business cooperation In IT
Vladimir Sklyar (Research & Production Company "Rady")

Co-Creating business value through University-Business Collaborative projects: A case study approach
Christopher Brown (University of Hertfordshire)

A review of University-Industry Knowledge Transfer Practices
Esther de Wit (University of Groningen)

Which firms use universities as cooperation partners? – Comparative view in Europe
Urmas Varblane (University of Tartu)



PARALLEL SESSION 3

16:30 › 18:00

LECTURING, TRAINING AND OTHER OPERATIONAL ACTIVITIES

Good Practice Session (Agora)

Activating researchers for entrepreneurship: Bridging the gap between research and transfer to society
Sven H. De Cleyn (iMinds)

Passport to the profession in the degree of pharmacy
Carmen Escolano (University of Barcelona), Encarna Garcia-Montoya (University of Barcelona)

The implementation of an Intellectual Property distance learning course: A case study of Brazil
Maria Helena Hatschbach (Instituto Nacional da Propriedade Industrial - INPI), Araken Alves Lima (Instituto Nacional da Propriedade Industrial - INPI)

The Israeli academia as the "Secret" engine behind "The Start Up Nation"
Yaacov Michlin (Yissum Technology Transfer)

Innovation labs as collaborative tool between HEIs and SMEs in innovation processes
Robrecht Van Goolen (Leuven University College), Hilde Evers (Leuven University College)

BUS TRANSPORT TO DINNER LOCATION

18:15 - 19:00

DISCUSSION TABLE SESSION 1

16:30 › 17:15

HOW TO BUILD A STARTUP ECOSYSTEM? DISCUSSING THE FOUNDATION AND CHARACTERISTICS OF THRIVING STARTUP ECOSYSTEMS

Discussion Panel Session (Tau)

Moderated by:

Thomas Funke (German Federal Ministry of Economics, RWK Competence Center) and Georg Fuerlinger (Austrian Institute of Technology, Innovation Systems Department)

DISCUSSION TABLE SESSION 2

17:15 › 18:00

"LOCATION ! LOCATION ! " - THE POWER OF THE PRECINCT- DESIRED CHARACTERISTICS AND INGREDIENTS FOR MAXIMUM BENEFIT AND IMPACT

Discussion Panel Session (Tau)

Moderated by:

Jacyl Shaw (University of Melbourne)

CHAMPAGNE RECEPTION & DINNER 19:00 › 24:00

Just after finishing the last sessions on the first conference day, busses will wait at the conference venue to bring all conference participants to the Museu Nacional d'Art de Catalunya. Here there will be a champagne reception on the terrace followed by an arts tour in the museum and a walking dinner providing you with networking opportunities in a relaxed environment.





WARM-UP COFFEE & SMALL BREAKFAST
8:30 › 9:00

On the second conference day we will start with an extended warm-up coffee and a small bite to eat. Please arrive early so that you can your coffee and croissant prior to the event.

KEYNOTE SPEAKER SESSION
9:00 › 10:30 (Auditorium)



9:00 › 9:45
Liz Towns-Andrews
Director of Research and Enterprise and Chief Executive of the 3M Buckley Innovation Centre



9:45 › 10:30
Keld Laursen
Professor for Innovation at Copenhagen Business School and Vice-president of the European Academy of Management (EURAM)

COFFEE BREAK
10:30 › 10:50



PARALLEL SESSION 1
10:50 › 12:20

BEHAVIOUR AND INTENTION IN ENTREPRENEURSHIP EDUCATION

Academic Track Session (Alfa)

Antecedents of entrepreneurial intentions: Are students actually starting a business different?
Elina Varamäki (Seinäjoki University of Applied Sciences), Sanna Joensuu (Seinäjoki University of Applied Sciences), Anmari Viljamaa (Seinäjoki University of Applied Sciences)

Entrepreneurship teaching in Vocational Education, a comparative study in Italy and Australia using the change laboratory
Daniele Morselli (The University of Melbourne)

Cultural values and the cognitive model of Entrepreneurial Intention: An empirical investigation
Vassilis Moustakis (Technical University of Crete)

Creating an entrepreneurship ecosystem involving HEIs
Todd Davey (Science-to-Business Marketing Research Centre)

TECHNOLOGY AND KNOWLEDGE TRANSFER
Academic Track Session (Beta)

The many dimensions of university-industry knowledge transfer impact: The case of knowledge transfer partnerships in the United Kingdom
Nick Yip (University of East Anglia)

Comparing university-ownership technology transfer systems with university-inventor technology transfer systems in Scandinavian universities – A question of focusing on licensing or spin-off business models?
Lars Bengtsson (Lund University)

Assessing the micro-incentives of the Triple Helix
Frank van Rijnsoever (Utrecht University)

Creative Coupling - a key opportunity for success in transfer
Thomas Baaken (Science-to-Business Marketing Research Centre), Friederike von Hagen (Science-to-Business Marketing Research Centre) and Kerstin Linnemann (Noventum Consulting)

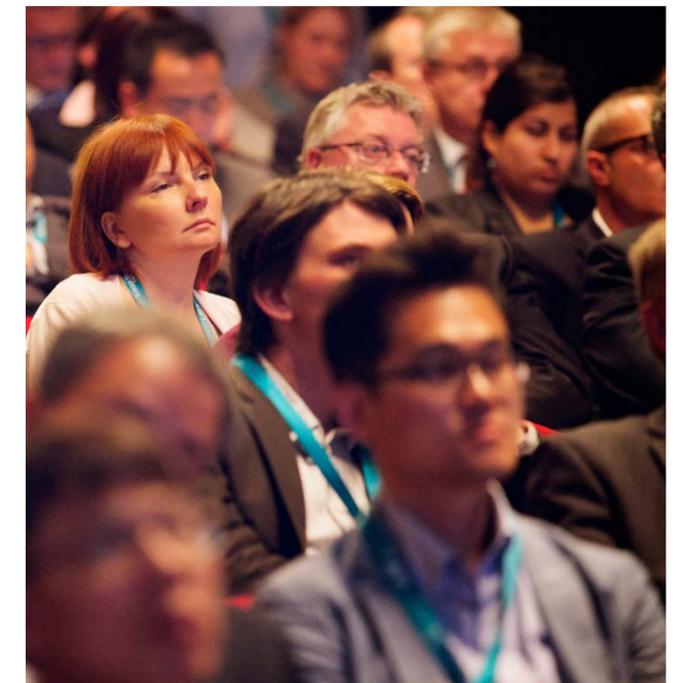
CORPORATE RELATIONSHIP OFFICES IN THE US
Practitioner Session (Gamma)

Emergence of Corporate Relations Offices in US Higher Education Institutions
Cameron McCoy (University of Oklahoma)

University of Illinois Corporate Relations: A case study
Mark Nolan (University of Illinois)

University of Maryland Corporate Relations: A case study
Brian Darmody (University of Maryland)

University of Kansas Corporate Relations: A case study
Julie Nagel (University of Kansas)





PARALLEL SESSION 1

10:50 › 12:20

REGIONAL DEVELOPMENT

Good Practice Session (Agora)

How an 'Anchor' university drives step change with business at its heart
Bill Walker (University of Hull)

Taking responsibility for growth and job creation – Co-location for Co-creation
Morten Dahlggaard (Aalborg University), Jakob Stolt (Aalborg University)

From university Technology Transfer to regional innovation gateway
Ivelina Metcheva (Virginia Commonwealth University), Nicole Colomb (Virginia Commonwealth University), Allen Morris (Virginia Commonwealth University)

From triple helix towards InnoHub network in practice
Jukka Laitinen (Laurea University of Applied Sciences)

CIEL The Copenhagen Case
Cathrine Oldenburg (Copenhagen Innovation and Entrepreneurship Lab (CIEL)), Stine Hamburger (Copenhagen Innovation and Entrepreneurship Lab (CIEL))

DISCUSSION TABLE SESSION 1

10:50 › 11:35

VARIETIES OF UNIVERSITY-INDUSTRY STRATEGIC PARTNERSHIPS: PRACTICE EXPERIENCES OF THE REAP COLLABORATIVE PROJECT IN IRELAND

Discussion Table Session (Tau)
Slot 1: 10:50 - 11:35

Moderated by:
Irene Sheridan (Extended Campus, Cork Institute of Technology) and James Cunningham (Whitaker Institute, National University of Ireland Galway)

DISCUSSION TABLE SESSION 2

11:35 › 12:20

WANTED: YOUNG GRADUATE WITH INTERNATIONAL NETWORKS AND WORK-LIFE EXPERIENCE

Discussion Table Session (Tau)
Moderated by:
Maria Ruokonen (Teampreneur, Extempo Osk / TAMK Proacademy), Lauri Holja (Teampreneur, Extempo Osk / TAMK Proacademy) and Timo Nevalainen (Tampere University of Applied Sciences)

LUNCH & POSTER SESSION

12:20 › 14:00

The conference's Poster Session will be held during the lunch breaks on both conference days and will allow researchers to communicate their research and case studies on a large-format poster.

Encouraging entrepreneurship in disruptive environments – The case of "Media Entrepreneurs"
Christopher Buschow (Hanover University of Music, Drama and Media), Beate Schneider (Hanover University of Music, Drama and Media)

Diaspora network: Scientific cooperation among universities, firms and scientific institutions
Aline Azevedo Larroyed (National Institute of Metrology, Quality and Technology)

Akaki Tsereteli State University Life-Long Learning Centre - Successful career building supporter
George Gvartadze (Akaki Tsereteli State University)

Professional Business Engagement Methodology: A flexible approach to University-Business Collaboration
Sarah Tudor (Staffordshire University)

Developing University-Business Cooperation towards strategic partnerships
Kristiina Lilja (Tampere University of Applied Sciences), Sinikka Sepänen (Tampere University of Applied Sciences)

Integrated science, studies and business centre (Valley) Nemunas
Zivile Jukneviene (Aleksandras Stulginskis University), Albinas Brancevicius (Lithuanian University of Health Sciences)

Technology transfer of the National Institute of Amazonian Research. Guidelines for the licensing of industrial Property Rights
Deuzanira Santos (Instituto Nacional de Pesquisas da Amazônia)

University – Industry Interactions and sustainable innovation: The case of bug start-up
Daniela Althoff Philippi (Universidade Nove de Julho)

GADGET - Good Practice Pilot Action for Innovative Industries: Education, Training and Exploitation
Spike Tang (University of Alicante)





PARALLEL SESSION 2

13:30 › 15:00

RESEARCH AND RESEARCHERS IN UNIVERSITY-INDUSTRY INTERACTION

Academic Track Session (Alfa)

Understanding the dynamics and the outcomes of science-industry cooperative research centres
Sandro Giachi (Spanish National Research Council (CSIC))

University-Industry Interactions through scientific publications: Global analysis of dual appointments
Alfredo Yegros-Yegros (Leiden University)

Researchers' motivation and expectation in connection with patenting and Technology Transfer Offices in Hungary

Sándor Huszár (University of Szeged), Norbert Buzás (University of Szeged)

How to capture the light of stars: Managing joint basic-research between pharmaceutical firms and academic stars

Relinde Colen (University of Leuven)

CURRICULUM DEVELOPMENT IN ENTREPRENEURSHIP EDUCATION

Academic Track Session (Beta)

Career path and education diversity

Zara Daghbashyan (The Royal Institute of Technology)

Curriculum development and the professional field

Hans Frederik (VU University Amsterdam)

Curriculum development for technology based Entrepreneurship Education: Cross disciplinary and cross cultural approach

Agne Bakanove (Kaunas University of Technology)

Authentic industry mega cases as teaching method

Mie Femø Nielsen (University of Copenhagen)

UNDERSTANDING & DRIVING PERFORMANCE IN UNIVERSITY-INDUSTRY INNOVATION

Practitioner Session (Gamma)

The performance disconnect: Why do universities use intermediate measures to drive innovation and entrepreneurship outcomes?

Carlos Kemeny (CMU/UCP), Julie K. Goonewardene (University of Kansas)

Challenges and success factors in IPR management within European collaborative research

Stephen Webb (RTDS Group)

The strategic diamond: A tool to reposition universities in complex ecosystems

Joan Cortes (Lead To Change)

A holistic approach to support Knowledge Transfer to maximize benefits

Lars Jonsson (Uppsala University), Lars-Eric Larsson (Uppsala University)



PARALLEL SESSION 2

13:30 › 15:00

CURRICULUM DEVELOPMENT: FOSTERING EMPLOYABILITY OF STUDENTS

Good Practice Session (Agora)

Staffordshire graduate employability project
Rosy Crehan (Staffordshire University)

Dual study paths in Engineering Sciences – How to improve learning efficacy by integrating professional practice into Academic Education

Rainer Przywara (Hochschule Hannover - University of Applied Sciences and Arts)

Dual Studies at DHBW - An effective symbiosis of theory and practice

Tobias Nolting (Baden-Wuerttemberg Cooperative State University Mannheim)

Tarracolab project

Marta Segura Bonet (ESCI-UPF International Business Pompeu Fabra University)

Aquademia – Bridging academia and water-related business through competence development

Andrea Bikfalvi (Universitat de Girona)

COFFEE BREAK

15:00 › 15:15

ERASMUS+ MEETING

Meeting/Workshop (Tau)

Erasmus+ Workshop

Researchers, lecturers and scientists are more dependent than ever on funding from Europe, consequently competition is increasingly cutthroat and today's organisations at all levels need much broader, diversified skills and expertise to win bids and contracts. Rodger Pitfield (Director of Horizon Europa) will introduce the participants to the Erasmus+ programme and the MAFF 2014-2020. His coaching and training programme will support the participants in the identification of the relevant grant and developing the proposal/project to application.

The workshop will also allow time for networking, idea development, idea pitches and consortium development





PARALLEL SESSION 3

15:15 › 16:45

REGIONAL AND NATIONAL DEVELOPMENT

Academic Track Session (Alfa)

Learning partnerships in local economic development – evidence from Central and Eastern Europe
Mike Alderson (Szent István University)

Universities, innovation and competitiveness in regional economies
Martin Gjelsvik (International Research Institute of Stavanger (IRIS))

University-Business Cooperation in the Brazilian Innovation System: Partial results
Tomoe Daniela Hamanaka Gusberti (Universidade Federal do Rio Grande do Sul)

Academic institutions as change agents for territorial development
Jesús M. Valdaliso (University of the Basque Country)

INTELLECTUAL PROPERTY AND PATENTING

Academic Track Session (Beta)

Effects on medical innovations of combining academic and clinical expertise
Finn Valentin (Copenhagen Business School)

Single patent for Portuguese and/or Spanish language countries
Sofia Vairinho (UALG / UHU)

Changes to IP legislation in Russia and the impact on commercialization of university research
Anna Kochenkova (Skolkovo Institute of Science and Technology)

The integration of universities in the innovation process: A discussion on the cases of Brazil and Japan and its laws of innovation
Araken de Lima (National Institute of Industrial Property of Brazil)

INCREASING EMPLOYABILITY OF STUDENTS

Practitioner Session (Gamma)

Aqualogys' approach to get the best talent out of universities
Eduard Zaragoza Rovira (Aqualogy Knowledge)

A partnership approach to work placement in Higher Education
Irene Sheridan (Cork Institute of Technology)

Knowledge transfer is a two-way process: Increasing student employability through the university-industry relationship
Jochen Barth (Maastricht University)

Employer Engagement: Approaches & case studies of university-business engagement
Richard Mendez (Keele University), Sarah Tudor (Staffordshire University)



PARALLEL SESSION 3

15:15 › 16:45

EXPERIENCE FROM AND TOOLS FOR PROJECTS & RESEARCH CENTRES

Good Practice Session (Agora)

Materials and MTAs management tool for universities
Katsuya Fukami (Kyushu University)

Concentrating Solar Power (CSP) Technology: From research to market
Gaetano Coletta (ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development), Davide Fratini (ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development)

Rules of engagement: Understanding the dynamics of social enterprise and business requirements on academic collaboration
Damian De Luca (University of Huddersfield), Ruth Taylor (University of Huddersfield)

IPT's "Quick & Dirty" Technology Valuation Method
Paulo Brito Moreira de Azevedo (IPT - Institute for Technological Research)

METEOR, from a research group to a model of technology transfer at CTQC-URV
Ricard Garcia-valls (Universitat Rovira i Virgili)

First experiences in involving design companies in guidance of R&D on future materials and their applications
Menno van Rijn (Bax & Willems Consulting Venturing)

CLOSING SESSION

16:45 › 17:15

The closing session will reflect on the conference and look to the future. In this session, key themes, challenges and solutions which arose during the conference will be discussed and summarised.

All conference outputs will be summarised in the official conference report which will be published after the event.



2014 Good Practice Event Entrepreneurial Universities

September 29 - October 1
Madrid, Spain

More information at:
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Prof. Dr. Andy Penaluna
Research Director of the Centre for Creative Entrepreneurship at Trinity St Davids, UK



Dr. Carolin Plewa
Book author of "Key Drivers of University-Industry Relationships", The University of Adelaide, Australia



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Research Fellow at the Spanish Council for Scientific Research (CSIC), working at INGENIO (Institute of Innovation and Knowledge Management), a joint Institute of CSIC and the Polytechnic University of Valencia, Spain.



Prof. Dr. Georges Haour
Professor for innovation management and technology commercialisation at IMD, Switzerland & Author of the book "FROM SCIENCE TO BUSINESS"



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Sandy Kennedy
CEO, Saltire Foundation, Spain



Philipp Marquardt
Manager, Deloitte Consulting, Munich, Germany



Dr. Laurent Mieville
Founder and Director of Unitec, the Office of Technology Transfer of the University of Geneva. Past President of the Association of European Science and Technology Transfer Professionals (ASTP) and co-author of the book "FROM SCIENCE TO BUSINESS".



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Pau Relat
CEO, Mat Holding



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