THE 2014 UNIVERSITY-INDUSTRY INTERACTION CONFERENCE

UNIVERSITY-INDUSTRY INTERACTION 04/2014
BARCELONA, SPAIN
Facilitating Interaction, Creating Cooperation

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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.

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 Baldirí 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 metratine 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 194, and the subwaystop “Avinguda del Tibidabo Station” Line 7.

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.

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. Rambles, Sagrada Familia, Park Güell). Please look in the Barcelona brochures that you will find in your conference bag.

HELPFUL INFORMATION

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### Wednesday

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<tr>
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<th>Event</th>
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<tbody>
<tr>
<td>10:00 - 13:30</td>
<td>PhD Workshop</td>
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<tr>
<td>13:30 - 14:30</td>
<td>Lunch Break</td>
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| 14:30 - 18:00| PhD Workshop  
Barcelona Science Park Tour & Good Practice Cases  
“Business from Science” Workshop  
“Productive Creativity” Workshop  
HInnovate and University-Business Cooperation Workshop |
| 18:00 - 20:00| Informal Pre-Conference Get Together                                  |

### Thursday

- **Academic Track**
- **Practitioners Track**
- **Good Practice Case Studies**
- **Round Table Discussions / Networking**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 - 9:00</td>
<td>Conference Registration and Warm-up Coffee</td>
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<tr>
<td>9:00 - 9:30</td>
<td>Welcome Address (Auditorium)</td>
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<td>9:30 - 11:00</td>
<td>Keynote Speeches (Auditorium)</td>
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<td>11:00 - 11:30</td>
<td>Coffee Break</td>
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<td>11:30 - 13:00</td>
<td>Lunch Break &amp; Poster Session</td>
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<tr>
<td>13:00 - 14:30</td>
<td>Lunch Break &amp; Poster Session</td>
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</tbody>
</table>
| 14:30 - 16:00| Entrepreneurship Education  
Entrepreneurial Universities  
Governmental and University Policies in University-Industry Interaction  
Entrepreneurial Universities  
Horizon 2020 Meeting |
| 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 |
| 18:15 - 19:00| Bus transport to dinner location                                      |
|             | From 19:00                Champagne Reception & Conference Dinner |

### Friday

- **Behaviour and Intention in Entrepreneurship Education**
- **Technology and Knowledge Transfer**
- **Corporate Relationship Offices in the US**
- **Regional Development**
- **Networking & Round Table Discussion**

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<tr>
<td>10:00 - 13:30</td>
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| 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 |
| 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 |
| 16:45 - 17:15| Closing Session (Auditorium)                                          |
**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

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**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. 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**

- University City Science Center’s QED Program
  - Yatin Karpe (Lehigh University)
- The University of Skovde and Gothia Science Park - an innovative award winning and competitive environment for education, research and business
  - Patrik 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)

**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.

**Pre-Conference Activities (PCB)**

**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 Baldin 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

- Patrik Eriksson (Gothia Science Park)
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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)

**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.

**Productive Creativity Workshop**

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

The workshop will focus on bringing creative ideas to productive innovation, neuroscience 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 weaknesses 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.

The pre-conference workshop day is hosted by:

**How to Get to PCB:**

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  - Araken Lima (Brazilian National Institute of Industrial Property - INPI)
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)

**Thorsten Klieve**  
Chairman of the University Industry Innovation Network (UIIN)

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

**Enric Banda Tarradellas**  
Director of Science, Research and Environment at “La Caixa” Foundation

**Antoni Castellà**  
Secretary for Universities and Research of the government of Catalonia

**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

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**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)

**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)

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**Conference Day 1**  
Thursday, April 24

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PARALLEL SESSION 1
11:30 › 13:00

ENTREPRENEURSHIP EDUCATION
Good Practice Session (Agora)

Technology entrepreneurship: Progress of a clinical approach over time
Sul Kassicieh (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 Martinez Peris (Universitat Jaume I), Maria Ripollés (Universitat Jaume I), Maria 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-Rodriguez (Tecnológico de Monterrey), Marcia Villasana (Tecnologiço 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)

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 Claudia 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)

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.

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Akane Matsumae (Saga University)
**Parallel Session 2**

14:30 › 16:00

**Entrepreneurship Education**
Academic Track Session (Alpha)

Impact of Entrepreneurship Education. Evidence from a quasi-experimental study
Niels Matti Sandegaard (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 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 KIT 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 Kailehmäinen (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 Colombo (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 development, 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-BUSINESS COOPERATION
Practitioner Session (Gamma)

A Student-In-The-Middle Approach for successful University and Business cooperation in IT
Vladimir Sklyar (Research & Production Company “Radiy”)

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 Witt (University of Groningen)

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

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-Busines Co-operation: The Case of Mexico
Humberto Merlitt (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)

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, RKW Competence Center) and Georg Fuerlinger (Austrian Institute of Technology, Innovation Systems Department)

“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)

BUS TRANSPORT TO DINNER LOCATION
18:15 - 19:00
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 enjoy 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 at the University of Huddersfield 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 (Alpha)
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)
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 Gavtadze (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
Cathrine Oldenburg (Copenhagen Innovation and Entrepreneurship Lab [CIEL]), Stine Hamburger (Copenhagen Innovation and Entrepreneurship Lab [CIEL])

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)

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)

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)

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 of DHBW - An effective symbiosis of theory and practice
Tobias Netting (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 Bifalvi (Universitat de Girona)

COFFEE BREAK
15:00 › 15:15

ERASMUS+ MEETING
Meeting/Workshop (Tau)

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)

**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)

**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)

**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
- 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:
www.entrepreneurial-universities.org

Organised by:
**CHAIR OF THE COMMITTEE**

- **Prof. Dr. Eric Viardot**
  Director, Innovation Centre, EADA Business School, Spain

- **Prof. Dr. Thomas Boonen**
  Director, Science-to-Business Marketing Research Centre, Germany

**COMMITTEE MEMBERS**

- **Prof. Dr. Andreas Altmann**
  Rector and Executive Director, Management Center Innsbruck (“The Entrepreneurial School”), Austria

- **Prof. Dr. Maria José Aranguren**
  Academic Director, Orkestra, Spain

- **Prof. Dr. Elias G. Carayannis**
  Professor of Science, Technology, Innovation, and Entrepreneurship; Director of Research, Science, Technology, Innovation and Entrepreneurship, EURC at School of Business, George Washington University, US

- **Dr. Andrea Conte**
  Institute for Prospective Technological Studies (IPTS), Joint Research Centre, European Commission

- **Dr. Pablo D’este**
  Research Fellow of the Spanish Council for Scientific Research (CSIC), working at INGE-NIO (Institute of Innovation and Knowledge Management), a joint Institute of CSIC and the Polytechnic University of Valencia, Spain.

- **Prof. Dr. Thomas Boonen**
  Director, Science-to-Business Marketing Research Centre, Germany

- **Prof. Dr. George Haour**
  Professor for Innovation management and technology commercialisation at IMD, Switzerland & Author of the book “FROM SCIENCE TO BUSINESS”

- **Prof. Dr. Jose Garcia Quevedo**
  Professor, Universitat de Barcelona, Spain

- **Prof. Dr. Martina Jakl**
  Chair of the Czech Association for Knowledge Transfer Professionals and Offices, Czech Republic

- **Prof. Dr. David Mendlovic**
  Professor, Tel-Aviv University, Israel

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- **Prof. Dr. Panayiotis Ketikidis**
  Vice Principal for Research, Innovation & External Relations of CITY College - An International Faculty of the University of Sheffield & Chairman of the Management Committee & Academic Director of the Doctoral Programme at the South East European Research Centre (SEBRC), Greece

- **Prof. Dr. David Kirby**
  Holder of The Queen’s Award for Enterprise Promotion, Vodafone Chair of Business Administration and Vice President (Enterprise and Community Service), The British University in Egypt.

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