

PHD WORKSHOP

Call for applications

Overview

The PhD seminar at 2013 University-Industry Interaction Conference offers PhD students an opportunity for presenting and discussing their PhD projects in order to receive feedback, exchange views on their research in an inspiring academic setting of fellow PhD students and experienced researchers from related disciplines.

The PhD seminar will be held one day before the conference, on Monday 27nd May 2013. The seminar will be hosted by Dr. Peter van der Sijde of Free University Amsterdam, The Netherlands and Prof. Dr. habil. Thomas Baaken from Münster University of Applied Sciences.

Topics covered

On the second page of this call you can find the main subthemes of the 2013 University-Industry Interaction Conference on "Challenges and solutions for fostering entrepreneurial universities and collaborative innovation". However, please note that **the PhD workshop goes beyond the conference topics and also invites PhD students working in the wider field of entrepreneurship and innovation.**

Fees and credit points

The seminar is equivalent to a workload of 2 ECTS Points. The combined fee for the PhD workshop and the Conference is € 449 (early bird). The fee includes:

- Participation in the PhD workshop (incl. lunch, coffee/tea and refreshments)
- Participation in the conference (incl. all benefits listed on the registration page)

Call for applications

The workshop chairs like to encourage you to submit a research proposal of your PhD as well as a letter of recommendation from your supervisor. Please submit a proposal describing your research topic and design (first year's PhD students) or a working paper covering initial findings and preliminary results (second year's PhD students) for review and feedback. The research proposal should be a maximum length of 5 pages and should typically include the following headings:

1. research scope and context
2. research problem
3. research objectives and questions
4. research approach and methodology
5. findings (if already existing)
6. (expected) contribution to theory and practice
7. references

Application documents must be submitted to conference@university-industry.com no later than January 25, 2013. Each submission will undergo a review process by at least two faculty members with the applicants being notified about the results by February 25, 2013 at the latest.

Participants are also required to prepare a brief presentation (approx. 15 minutes) of their research interest, research methodology and if available preliminary results. There will be a time slot of at least 60 minutes for each PhD student for presenting his/her work and discussing it with the participants and the seminar faculty.

Further information

For more information, please visit our website www.university-industry.com or contact us at conference@university-industry.com

IMPORTANT DATES

January 25, 2013:
Submission
deadline

February 25, 2013:
Notification of
acceptance

May 27, 2013:
PhD workshop

May 28-29, 2013:
Conference.



CONFERENCE SUBTHEMES

The subthemes include but are not limited to the following:

1. **Innovation in and through university-industry relationships,**
 - Innovation / commercialisation process
 - Approaches towards Innovation Creation and Development
 - The role of entrepreneurs in promoting and sustaining innovation
 - Universities in the regional innovation chain
2. **Academic Entrepreneurship / Entrepreneurial Universities**
 - Business models of entrepreneurial universities
 - Curriculum development for entrepreneurial universities
 - Supporting the development of spin-offs
 - Initiatives to foster entrepreneurship
 - Entrepreneurial mind-set in knowledge partnerships
 - The path to entrepreneurship: Lecturing and coaching
3. **University Business Cooperation (UBC): The development and management of partnerships**
 - Understanding value creation in UBC
 - Strategies, structures and approaches towards UBC
 - Dynamics of knowledge networks and partnerships
 - Strategies to find partners in academia and business
4. **Intellectual property (IP) management**
 - Intellectual Property Rights: New developments and success stories
 - Intellectual property valuation and evaluation
 - Academic and corporate patenting
 - Licensing research and development (R&D) results
5. **Knowledge transfer and valorisation**
 - Changing roles of Higher Education in Society
 - Impact and performance measurement
 - Knowledge transfer offices and their management
 - SME and the knowledge transfer potential
6. **Science-to-Business Marketing**
 - Market orientation of research institutions
 - Marketing in university-industry relationships / technology marketing
 - Incentives for the stakeholders to undertake UBC
 - Value creating processes in market-oriented technology transfer
7. **Stakeholders and their roles and activities in university-industry interaction**
 - Research organisations
 - Business
 - Governments (e.g. policy makers)
 - Mediators (e.g. Incubators, TTOs, Living Labs, Business Accelerators)
 - Networks / Associations