The 2013
University-Industry Interaction Conference: *Challenges and solutions for fostering entrepreneurial universities and collaborative innovation*

CALL FOR PAPERS, PRESENTATIONS, WORKSHOPS, TRACKS AND POSTERS

The 2013 University-Industry Interaction Conference will be a global meeting and discussion forum for practitioners and researchers on university and industry interaction and innovation, where theory and practice are equally emphasised in the programme.

The conference will cover a wide range of topics around university-industry innovation with the main focus of the conference being on the challenges faced by and the solutions existing in academia and practice.

We are now calling for abstracts, presentations, posters, workshops and tracks on the themes of the conference. We would like to encourage you to submit abstracts of conceptually or empirically focused proposals as well as practitioner papers (e.g. case studies). Abstracts will be reviewed by an international scientific committee with a double blind review process.

Call for paper	Call for presentations	Call for workshops	Call for tracks	Call for posters
For those interested in writing a paper and presenting the paper at the conference	For those who are interested in presenting at the conference without writing a paper (e.g. business representatives)	For those who would like to conduct a workshop at the conference (e.g. to disseminate research results or generate new data)	For those who would like to host a track (labelled with their name) on a specific topic and invite others to contribute presentations	For those who would like to present their research results in a poster session at the 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

PAPER, PRESENTATION AND POSTER ABSTRACTS

The title of the abstract should be no longer than 12 words, and the abstract itself should have between 250 and 400 words. The abstract should accurately reflect what is being proposed and indicate clearly the content of the final paper / presentation.

The abstract should include:
1) Statement of the issue/problem, and the relevant background.
2) Description of how issue/problem is approached, or the workshop methodology.
3) Summary findings and results.
4) Implications, contribution or relevance of the proposal.
5) Conclusion and recommendations.

Accepted abstracts will be invited to be made into papers and digitally published on a digital carrier.

WORKSHOP / TRACK PROPOSAL

If you have the knowledge and experience to lead a workshop or organise a track, we would also appreciate receiving proposals for thematic workshops and tracks in the 2013 University-Industry Interaction Conference.
- Title of track / workshop
- Name and organization of presenters/author(s)
- Track / workshop summary (200 words)

The track proposals should also include the following information:
- Name and organization of track chair
- Title of each presentation
- Abstract of each presentation (see above for abstract instructions)

SUBMISSION AND FURTHER INFORMATION

The deadline for the submission of abstracts of the proposals is **December 17, 2012**. Send the abstracts to the address conference@university-industry.com

Please mark the subject field of the e-mail with the last name of the author(s). For further information:
www.university-industry.com