

# The 2014 University-Industry Interaction Conference: *Challenges and solutions for fostering entrepreneurial universities and collaborative innovation*

## CALL FOR PAPERS, PRESENTATIONS, DISCUSSIONS, TRACKS AND POSTERS

The 2014 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, discussions 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 and practitioners committee with a double blind review process.

Call for paper	Call for presentations	Call for Discussion	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 moderate a round table discussion (max. 10 people) at the conference. The outcomes will be developed into working papers.	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.

## IMPORTANT DATES

December 2, 2013: Presentation, paper, discussion, track and poster proposal submission deadline.

December 2013: Abstracts review process.

December 20, 2013: Notification of acceptance to successful authors, and instructions for writing the full paper (optional).

March 3, 2014: Full paper submission deadline. Papers will be provided unedited in a digital format (with an ISBN number) to all conference participants.

April 23, 2014: Pre-conference workshops, Science Park Tour and get together

April 24-25, 2014: Conference.

## CONFERENCE SUBTHEMES

The subthemes include but are not limited to the following:

1. **Innovation in Practice**
  - Universities & business: their roles in regional innovation
  - Tools & methods for Innovation
  - The role of entrepreneurs in promoting and sustaining innovation
  - Measuring the impact and level of innovation
  - Approaches towards creativity & idea generation
2. **Student & Academic Entrepreneurship / Entrepreneurship Education**
  - Teaching the entrepreneurs of the future (incl. Massive Open Online Courses / MOOCs)
  - Training, coaching and start-up support
  - Stimulating entrepreneurial mindsets, attitudes and creativity
  - (Joint) Curriculum development for innovation and entrepreneurship
3. **Entrepreneurial Universities**
  - Business models of entrepreneurial universities
  - Leadership in entrepreneurial universities
  - The ecosystem of entrepreneurial universities
  - Entrepreneurial university management: building blocks & initiatives
4. **Business and their Role in University-Industry Interaction**
  - Approaches to get the best talent out of universities
  - Managing projects with universities
  - University relations programs within companies (initiatives, training of staff, framework contracts)
  - Incentive-driven research collaboration
5. **University-Business Cooperation (UBC)**
  - Supporting mechanisms (strategies, structures and approaches) towards UBC
  - Dynamics of knowledge networks and partnerships
  - Incentives for University-Business Cooperation
  - Corporate Relationship Officers in UBC
  - Measuring the impact of interactions and partnerships
6. **Knowledge and Technology Transfer**
  - Start-ups, spin-offs, licensing – bringing knowledge to the market
  - Incubators and Science Parks
  - Knowledge transfer offices and their management
  - Science-to-Business Marketing
  - IP rights and (e)valuation
7. **Case Studies of Collaborative Innovation & Entrepreneurial Universities**

## PAPER, PRESENTATION, DISCUSSION 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.

## SUBMISSION AND FURTHER INFORMATION

The deadline for the submission of abstracts of the proposals is **December 2, 2013**. Please submit the abstracts through the online submission form at: <http://www.university-industry.com/index/submission>

Please note that all abstracts need to be submitted in the template as provided on: <http://www.university-industry.com/index/submission>

For further information:

[www.university-industry.com](http://www.university-industry.com)

## TRACK PROPOSAL

If you have the knowledge and experience to organise a track, we would also appreciate receiving proposals for thematic tracks in the 2014 University-Industry Interaction Conference.

- Title of track
- Name and organization of presenters/author(s)
- Track 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)

## Impressions from the 2013 UIIN Conference in Amsterdam

