



## Agenda

### 'The nexus knowledge-market: university-industry cooperation, innovation management and entrepreneurship'

5 July 2021 - 9:15 – 13:15 (CET)

online workshop, hosted by University of Palermo (UNIPA), Italy

Registration form <https://forms.office.com/r/sdj0mgUPaL>

#### 9:15 – 9:30 Welcome

**Fabrizio D'Avenia**, UNIPA Project Manager of FIT FORTHEM

#### 9:30 – 10:00 The knowledge industry

**Umberto La Commare**, Full Professor of Management of Technological Innovation, UNIPA

#### 10:00 – 10:30 Entrepreneurial education

**Salvatore Tomaselli**, Ph.D. Associate Professor of Business Administration, UNIPA

#### Q&A

#### Break

#### 11:00 – 12:45 Panel discussion: Mainstreaming an entrepreneurial mindset: good practice cases within the FORTHEM alliance

Moderated by **Silvana Di Bono**, Academic Research Service, UNIPA

Panelists:

- **Vincenzo Nigrelli**, President of ARCA University Business Incubator, Palermo
- **Karlis Kivlenieks**, Senior Expert of Innovation Centre, Latvijas Universitate
- **Anna Bruska**, Project manager in service sector-oriented transformation of university education, Faculty of Economics, Uniwersytet Opolski
- **Amélie Guittet**, Deputy Director of Corporate Relations Office, Université Dijon Bourgogne
- **Santiago Miralles**, Responsible of innovation and technical transfer, Universitat de Valencia
- **Eckhard Thines**, Professor of Microbiology and Director of the Institute of Biotechnology and Drug Research (IBWF), Johannes Gutenberg-Universität Mainz
- **Riikka Reitzer**, Senior IPR Advisor & Innovation services team leader, University of Jyväskylä

#### Q&A

#### 13:00- 13:15 Wrap-up



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# Professional Research Management in Multicultural Exchange

**'The Nexus knowledge-market: university-industry cooperation,  
innovation management and entrepreneurship'**

**5 July 2021 - 9:15 – 13:15 (CET)**

## Objective

With a focus on knowledge-based and human-centered entrepreneurship, we will wonder how to use academic skills profitably in the development of innovation and new enterprises. Is it a central theme for



positioning universities within their territories? Is this process endorsed by the academic governance? How can we recover the gap which affects the social science and humanities disciplinary fields to get on board of academic entrepreneurship?

## Contents

If we look at recent successful innovations and compare them with those which have driven change in the past, it is clear that their rate

of market uptake is faster than before. This implies a tighter connection between the acquisition of new knowledge and the ability to transform it into new products/services that enter the market.

In the workshop, our keynote speakers will analyse the innovation chain, the actors of this process and how they move along the Technology Readiness Level (TRL) scale. They will also go in-depth on academic entrepreneurship, at what extent higher education institutions are fulfilling the role of entrepreneurial universities and what kind of training is provided to the academic community hereon.

In the panel discussion, we will bring experts from FIT FORTHEM partner Universities to present their best practice and discuss about academic support provided for entrepreneurship (start-up and spin-off, education, knowledge transfer), existing barriers and opportunities.

At the end, we will wrap-up the conclusions from the presentations and the discussion to figure out a common agenda to promote and develop entrepreneurship in the partner Universities of the Alliance.

## Target group

Researchers, research support staff, students interested in entrepreneurship

## What participants will take away

They will learn how to connect different kind of knowledge (basic, applied, economic) to build up the innovation chain and how to bring knowledge to the market.

## Contact people:

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