

# The 2016 University-Industry Interaction Conference: *Challenges and solutions for fostering entrepreneurial universities and collaborative innovation*

## CALL FOR PAPERS, PRESENTATIONS, GOOD PRACTICE CASES, NEXT PRACTICE CONCEPTS, AND POSTERS

The 2016 University-Industry Interaction Conference will be a global meeting and discussion forum for researchers, practitioners and business representatives on university-industry interaction, innovation and entrepreneurship, where theory and practice are equally emphasised in the programme.

The conference, organized by the University Industry Innovation Network, will cover a wide range of topics around university-industry interaction 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 on the themes of the conference. Abstracts will be reviewed by an international scientific and practitioners committee with a double blind review process.

The deadline for the submission of abstracts is **December 14, 2015**. Please submit the abstracts through the online submission form, available at: <http://www.submission.university-industry.com>

Call for scientific presentations / paper	Call for practitioners presentations / paper	Call for good practice presentations / case studies	Call for next practice concept poster presentations	Call for poster presentations
For those interested in presenting scientific results at the conference. Accepted papers will be published in the conference proceedings. Selected papers will be invited to be published in the conference's partner journals.	For those interested in presenting practitioner results / experiences at the conference. Accepted papers will be published in the conference proceedings.	For those interested in presenting and discussing their good practice case study at the conference. Accepted good practice case studies will be published in the UIIN Good Practice Case Study Series ( <a href="http://www.gps.uiin.org">www.gps.uiin.org</a> ).	For those who would like to present their next practice concept in a poster session at the conference. Accepted next practice concepts will be published in the UIIN Next Practice Concept Book.	For those who would like to present their research results in a poster session at the conference. The posters will be presented on large-scale roll-up-banners printed by the conference organisers.

## IMPORTANT DATES

December 14, 2015:  
Submission deadline for abstracts

January 15, 2016:  
Notification of acceptance to successful authors. Instructions for preparing the full paper, case study, poster as well as presentation will be provided.

February 28, 2016:  
Early-bird deadline

April 4, 2016:  
Full paper, case study, poster and next practice submission deadline. Papers and case studies will be provided unedited in a digital format (with an ISBN number) to all conference participants.

June 1-3, 2016:  
Conference.

## CONFERENCE SUBTHEMES

The subthemes include but are not limited to the following:

- 1. Innovation in practice: Creating an innovation engine**
  - Universities & business: Building an innovation driven economy
  - Tools & methods for creativity & innovation
  - Business model innovation
  - The role of entrepreneurs and intrapreneurs in promoting and sustaining innovation
  - Measuring the impact and level of innovation
- 2. Holistic view on innovation & entrepreneurship**
  - Regional and national innovation systems
  - Policy and legislation: Challenges in creating an innovative and entrepreneurial society
  - Governmental and private funding and support
- 3. Entrepreneurship education**
  - Teaching the entrepreneurs of the future (incl. Massive Open Online Courses / MOOCs)
  - The role of business and education in creating the entrepreneurs of the future
  - Training, coaching and start-up support
  - Stimulating entrepreneurial mindsets, attitudes and creativity
  - (Joint) Curriculum development for innovation and entrepreneurship
- 4. Start-ups and spin-offs / student & academic entrepreneurship**
  - Creating an entrepreneurial ecosystem
  - Incubators, technology and science parks and their role in the entrepreneurship ecosystem
  - Challenges for start-ups and spin-offs in Europe (e.g. funding)
  - Start-up leadership: Critical skills & competencies
- 5. Entrepreneurial universities**
  - Business models of entrepreneurial universities
  - Creating an entrepreneurial universities ecosystem
  - University management and leadership: building blocks & initiatives
  - Employability of students and academic staff
- 6. Business and their role in university-industry interaction**
  - How to get the best talent out of universities
  - Managing projects and relationships with universities
  - Creating intrapreneurs – skills and competencies to create future business growth
- 7. University-Business Cooperation**
  - Supporting mechanisms (strategies, structures and approaches) towards university-business cooperation
  - Knowledge alliances, networks and partnerships
  - Incentives for university-business cooperation
  - Measuring the impact of interactions and partnerships
- 8. Knowledge and technology transfer**
  - Approaches towards technology commercialization
  - Patenting & licensing – bringing knowledge to the market
  - Knowledge transfer offices and their management