

ESRC Seminar Series
Successful Radical Innovation:
From Ideas to Market



**The Role of Universities and Other Key Stakeholders in
Knowledge Transfer**

Thursday 30th September 2010

Ford College, Holywell Park, Loughborough University, UK

Partners:



**Nottingham University
Business School**



University of Salford
A Greater Manchester University

The University of Manchester
**Manchester
Business School**

Focus of the Seminar Series

Although significant work exists in incremental innovation, research on radical innovation is not as substantial and there appears to be little synthesis of the research that does exist. Much research is focused on high-tech companies, however, the arts and other creative industries also have much to offer. There are also many links with the basic physical and biological sciences, and with disciplines such as economics, geography, psychology, sociology, and business/management that study the factors that inhibit/facilitate innovation. The research community needs to pool its collective knowledge and open critical discourse around the issue of radical innovation to generate a deeper understanding of current knowledge and to develop a coherent research agenda for the future.

The aim of this series is to bring together experts in the area from an international and multi-disciplinary perspective to generate a deeper understanding of the issues surrounding Radical Innovation. The expectation is that the interaction and debate generated from this series of events will lead to the development of a coherent, multi-disciplinary and applicable research agenda for the future.

Structure

Each seminar is intended to focus on one key area, bringing together presentations from leading researchers and recent research in the area and opportunities for discussion/debate to generate a better understanding of the area. The six key areas identified are:

- Defining and measuring Radical Innovation;
- The Radical Innovation process;
- The Roles of Relationships and Networks in Radical Innovation;
- Barriers to exploitation of Radical Innovation;
- The roles of Universities and other key stakeholders in knowledge transfer;
- The unintended consequences of Radical Innovation.

Seminar 6 – The Role of Universities and other key stakeholders in knowledge transfer

Universities play a crucial role in the process of technological progress. This is being recognised as increasingly important as developed economies place a growing emphasis on the economic and social imperative of developing the knowledge economy. Universities are intrinsically about generating new knowledge through research and developing knowledge and technology literate graduates through teaching. But what should their role be in the commercialisation of knowledge and technology? Over the past 20 years there has been a growing emphasis in universities around the world on transferring knowledge and the technologies that arise from the utilisation of knowledge to the commercial world. The word ‘transfer’ implies a one-way systematic process and many activities have been heavily influenced by a concentration on science push and the protection of Intellectual Property assets. But what are the most effective models of university business interaction and what can we learn from more recent models that shift the focus towards exchange, partnership, collaboration and community and away from a narrow approach to the protection of university assets?

Fees

Please note that there are **50 funded places available**. Once these have been allocated the cost will be £25, with a reduced rate of £10 for PhD students. **Subsidised travel is also available for 5 PhD students**; further details will be given in the seminar registration confirmation.

To register please contact Emma Woodward, ESRC Seminar Series Administrator, Nottingham University Business School before the deadline of **Friday 17th September**.

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PROGRAMME
Thursday 30th September

10.00 - 1030	Registration & Coffee
10.30 – 11.00	<i>Welcome</i> <i>The developing role of universities in open innovation systems</i> Dr Kathryn Walsh, Loughborough University
11.00 – 11.40	<i>Opportunities and contradictions : The policy paradox of entrepreneurial education and university- business engagement since 1960</i> Professor Mary Rose, University of Lancaster Dr Sarah Robinson, the Open University
11.40 – 12.20	<i>Absorbing Research: the role of university research in business and market innovation</i> Keith Herrmann and Philip Ternouth, Council for Industry and Higher Education
12.20 – 12.40	<i>Case study – Intelligent Energy</i> Dr Paul Adcock, Intelligent Energy
12.40 – 13.20	Lunch
13.20 – 14.00	<i>University participation in science parks and knowledge transfer initiatives - international perspectives</i> Bob Hodgson, Zernike UK
14.00 – 14.40	<i>University industry collaboration – reviewing the evidence</i> Dr Markus Perkmann, Imperial College London
14.40 – 15.20	<i>Panel session: The role of the entrepreneurial university in the era of the small state</i> Chaired by Dr Kathryn Walsh
15.20 – 15.40	<i>Concluding remarks</i> Dr Vicky Story, University of Nottingham <i>Followed by tea/coffee and further opportunities to network</i>