



University of the
West of England

**Conference on Innovation Systems and the New role of
Universities (COSINUS)
5 – 6 September 2011**

Conference programme

Monday 5 September 2011

08.30 – 09.30 Registration and refreshments

09.30 – 10.00 **Welcome: Professor Paul Gough**, Deputy Vice-Chancellor (Academic), UWE
Introduction to the Conference: Professor Mohammed Saad, Faculty of Business and Law, UWE

10.00 – 11.00 **Keynote 1: Professor Ben Martin**, Editor - Research Policy, SPRU - Science and Technology Policy Research Sussex University, UK. Title:

'Is the New Role of Universities Really 'New'? An Historical Perspective'

11.00 – 11.15 Break and refreshments

11.15 – 12.45 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 1A: Historical & Contemporary Models of Universities (I)</p> <p>Chair: Prof. Ben Martin, Univ. of Sussex, UK Room: CENTRAL PARK</p>	<p>Session 1B: University & Small Medium Enterprises (I)</p> <p>Chair: Prof. Jose M.C. Melo, Fluminense Fed. Univ., Brazil Room: PARK SUITE</p>	<p>Session 1C: Higher Education Policy: University-Industry Clusters</p> <p>Chair: Dr. Girma Zawdie, Univ. of Strathclyde, UK Room: PARK LANE</p>
<p>The future of universities and their role within a dynamic and changing society – Jean-Michel Larrasquet, ESTIA, France</p>	<p>The evolution of the local role of the university – Francisco Javier Ortega-Colomer, Innovasem Consultores S.L., Spain</p>	<p>The innovation cluster policy against the economic crisis: the case of St.-Petersburg – Elena M. Rogova, National Research University "Higher School of Economics" (St.-Petersburg branch), Russia</p>
<p>Colonialism, University and Innovation Ecosystems: Emerging from the Shadows of the Past – Surja Datta, Oxford Brookes, UK</p>	<p>The role of social capital and the growth of indigenous knowledge-based industry in the Triple Helix system – evidence from Thai SMEs – Nattaka Yokakul, National Science and Technology Development Agency, Thailand, Girma Zawdie, Peter Booth, University of Strathclyde</p>	<p>Cluster Formation Paradigm in the Iranian Context and the Role of Universities: Case of North East Saffron and Food & Beverage Clusters, Amir Ali Kharazmi, University of Chabahar, Iran</p>

12.45 – 14.00 Break and lunch

14.00 – 16.00 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 2A: Higher Education Policy: Supporting Innovation System (I)</p> <p>Chair: Prof. Norman Clark, Open University, UK Room: CENTRAL PARK</p>	<p>Session 2B: Academic Entrepreneurs</p> <p>Chair: Prof. John H. Howard, Univ. of Canberra, Australia Room: PARK SUITE</p>	<p>Session 2C: University - Industry Linkages: Models, Processes & Analysis (I) 2.00pm-4.00pm</p> <p>Chair: Dr Ingyu Oh, SolBridge International School of Business, South Korea Room: PARK LANE</p>
<p>Higher Education Policy for Developing Countries to Support Their "National System of Innovation in Transition": Some Policy Perspectives and Implication to The State-Controlled Education System – Surya Mahdi Mohammed Saad, University of The West of England, UK</p>	<p>Academic Entrepreneurship. Barriers and Fears versus Big Wishes and Ample Opportunities – Gintaras Binkauskas, Vilnius University, Lithuania</p>	<p>Not searching, but finding: Innovation as a non-linear source of the private use of public knowledge – Joaquín M. Azagra-Caro, Universitat Politècnica de València, Rafael Pardo, Fundación BBVA, Ruth Rama, Spanish National Research Council, Spain</p>
<p>Emergency Plan: New mode of governance within the Moroccan university and stakes of a system of management control – Fatima Ouahraoui, Said El Mezouari, University of Hassan I Settat, Morocco</p>	<p>Innovation Systems and New Role of the University – Building Capacity in SMEs – Nicholas O'Regan, University of The West of England, UK</p>	<p>University-industry linkages: servicing or showing the way forward? The case of Regional University Knowledge Centre for Vehicle Industry – László Csonka, IKU Innovation Research Centre, Financial Research Corporation, Hungary</p>
	<p>Drivers of Academy-Industry linkages: factors affecting the behavior of researchers in México – A Torres, Noé Becerra, G Dutrénit, Univ. Autónoma Metropolitana-Xochimilco, Mexico</p>	<p>A Conceptual Model of the role of University-Industry Collaboration in a National Systems of Innovation, Gerry Edgar, Omid Ali Kharazmi, University of Stirling, UK</p>

16.00 – 16.15 Break and refreshments

16.15 – 17.15 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 3A: University Strategy & Management: Increasing Participation</p> <p>Chair: <i>Dr. Surja Datta, Oxford Brookes Univ., UK</i></p> <p>Room: <i>CENTRAL PARK</i></p>	<p>Session 3B: University Strategy & Management: Entrepreneurship & Business Engagement Education (I)</p> <p>Chair: <i>Prof. J.M. Larrasquet, ESTIA, France</i></p> <p>Room: <i>PARK SUITE</i></p>
<p>An Assessment of Female Participation in Vocational and Technical Education: A Case Study of the College of Technological Studies, Kuwait – <i>Salah Al-Ali, College of Technology, Kuwait</i></p>	<p>Positioning University Enterprise Education in the Innovation Systems: Institutional/ individual –level Analysis at two Universities in Bristol – <i>Fumi Kitagawa, Susan Robertson, University of Bristol, UK, Anthony Plumridge, Lazaros Goutas, University of the West of England, UK</i></p>
<p>Towards the Innovation System of the Procurement Function: Issues and Challenges associated with role of the university, <i>Peter James, Mohammed Saad, Surya Mahdi, Andrew Douglas, University of the West of England, UK</i></p>	<p>Capacity Building in Support of Higher Education for Innovation Through Innovation-driven Action and Transformational Teacher – <i>Palin Phoocharoon, National Institute of Development Administration, Thailand</i></p>

17.15 – 17.45 **Keynote 2: Professor Norman Clark**, Professor of Innovation Systems and Development at the Open University, UK

‘The New Knowledge Market: The DFID Research into Use Programme’

17.45 – 19.00 Free activities and networking

19.00 – 22.00 Conference dinner

Tuesday 6 September 2011

08.30 – 09.00 Arrival and refreshments

09.00 – 11.00 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 4A: Higher Education Policy: Supporting Institutions & Programs for University Industry Relationships</p> <p>Chair: Prof. Susan Robertson, University of Bristol, UK Room: CENTRAL PARK</p>	<p>Session 4B: University Strategy & Management: Policy For Business & Industrial Engagement</p> <p>Chair: Prof. Nicholas O'Regan, UWE, UK Room: PARK SUITE</p>	<p>Session 4C: University & Small Medium Enterprises (II)</p> <p>Chair: Dr. K. Promwong, NSTIPO, Thailand Room: PARK LANE</p>
<p>Intermediary organization as a catalyst of the development of sub-sectoral innovation system: a case of Thailand – Thitapha Smitinont, Nattaka Yokaku, Sauwapa Yuwawutto, Numtip Charoenanong, Somchai Chatrattana, National Science and Technology Development Agency, Thailand</p>	<p>A framework for better collaboration between University and Industry – Alireza Khorakian, University of Stirling, UK</p>	<p>Securing Environmental Innovation – Martin Bigg, University of the West of England, UK</p>
<p>Support of Public Research Centers for Innovation in the Health Sector – Arturo Torres Vargas, Javier Jasso, Universidad Autónoma Metropolitana-Xochimilco, Universidad Nacional Autónoma de México, Mexico</p>	<p>The mismatch in the interactions between universities, research institutes and firms in Brazil – Walter Tadahiro Shima, Universidade Federal do Paraná, Brazil</p>	<p>The Role of HE in Innovation Networks – John Bradford, Mohammed Saad, Surya Mahdi, Lisa Brodie, University of the West of England, UK</p>
<p>The role of innovation intermediaries in promoting triple helix system: the case study of MNC-dominated industries in Thailand – Karantarat Nakwa, National Science and Technology Development Agency, Thailand, Girma Zawdie, University of Strathclyde, UK</p>	<p>University research performance: is there a role for university research organisation? – Jürgen Janger, Hans Pechar, WIFO, University of Klagenfurt, Austria</p>	<p>Forget R&D subsidies – pay my coach: start-ups and their relations with universities – Joaquín M. Azagra-Caro, Francisco Mas-Verdú, Victor Martinez-Gomez, UP-Valencia, Spain</p>
<p>Great expectations: developing 'instruments for engagement' in university, business, government, and community relations – John H Howard, University of Canberra, Australia</p>		

11.00 – 11.20 Break and refreshments

11.20 – 12.50 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 5A: Higher Education Policy: Supporting Innovation System (II)</p> <p>Chair: Anthony Plumridge, UWE, UK Room: CENTRAL PARK</p>	<p>Session 5B: Historical & Contemporary Models of Universities: Entrepreneurial Universities</p> <p>Chair: Dr. Surya Mahdi, UWE, UK Room: PARK SUITE</p>	<p>Session 5C: University Strategy & Management: Entrepreneurship & (Business) Engagement Education (II)</p> <p>Chair: Dr Ingyu Oh, SolBridge International School of Business, South Korea Room: PARK LANE</p>
<p>Promotion of University-Industry Mobility of Researchers: A New Role of Thai Universities – Kitipong Promwong, Siriporn Pittayasophon, Nattaka Yokakul, National Science Technology and Innovation Policy Office, Thailand</p>	<p>Entrepreneurial university: One more door in the intricate innovation maze – Sergio Jofre, Technical University of Denmark, Denmark</p>	<p>Enhancing Higher Education Students' Employability: A Small-Scale Innovation Project in the Law and Business Administration and Management Degree at Zaragoza University – Beatriz Oria, University of Zaragoza, Spain</p>
<p>The determinants of innovation at a firm level: a study on a nine-year panel of Italian firms – Rosamaria d'Amore, Roberto Iorio, University of Salerno, Italy</p>	<p>The evolution of a Brazilian university towards an entrepreneurial attitude: the case of the Federal University of Rio de Janeiro (UFRJ) – Thiago Renault, Jose M.C. Melo, Federal University Rural of Rio de Janeiro (UFRRJ), Brazil</p>	<p>Introducing Technology into a Higher Education Crisis: An Evaluation of Some Experiences in Post-Earthquake Christchurch – Trevor Nesbit, University of Canterbury, New Zealand</p>
	<p>New Paradigm for universities in West Africa – A. Idowu Olayinka, University of Ibadan, Nigeria</p>	<p>Imparting Entrepreneurial Ambition to Final Year Computing Students – Jeff Graham, Rob Williams, University of the West of England, UK</p>

12.50 – 14.00 Break and lunch

14.00 – 15.30 Parallel sessions (20 minutes presentation and 10 minutes questions):

<p>Session 6A: Higher Education Policy: Supporting Innovation System (III)</p> <p>Chair: Prof. Arturo Torres Vargas, <i>Universidad Autonoma Metropolitana-Xochimilco, Mexico</i></p> <p>Room: CENTRAL PARK</p>	<p>Session 6B: University - Industry Linkages: Models, Processes & Analysis (II)</p> <p>Chair: Dr. Girma Zawdie, <i>University of Strathclyde, UK</i></p> <p>Room: PARK SUITE</p>
<p>Mapping the Diverse Roles of Universities in Supporting Innovation: Opportunities and Challenges for Algeria, Indonesia, Malaysia and India – Mohammed Saad, Surya Mahdi, <i>University of the West of England, UK</i> Surja Datta, <i>Oxford Brookes University</i>, Azley Abd Razak <i>University of the West of England, UK</i></p>	<p>The Use of Feed-forward and Feed-back Learning in Firm-University Knowledge Development: the Case of South Korea – Ingyu Oh, <i>SolBridge International School of Business, South Korea</i></p>
<p>University-Industry Collaboration in a National Systems of Innovation: Generating Transition Policy Scenarios for Iran – Gerry Edgar, Omid Ali Kharazmi, <i>University of Stirling, UK</i></p>	<p>Who and where are the co-authors? Institutional and geographical characteristics of the firm publications' network in the Italian biotech sector – Rosamaria d'Amore, Roberto Iorio, <i>University of Salerno</i>, Agnieszka Stawinoga, <i>University of Naples Federico II, Italy</i></p>

15.30 – 15.50 Break and refreshments

15.50 – 16.30 **Plenary round table and discussion.**

'New Role of University in Innovation System: Perspectives, Challenges & Public Policy'

Facilitator: Dr. Girma Zawdie, *University of Strathclyde, UK*

Panellists: Prof. José M.C. Melo, *Fluminense Fed. Univ., Brazil*
 Prof. John H. Howard, *Univ. of Canberra, Australia*
 Prof. Susan Robertson, *Univ. of Bristol, UK*
 Prof. Mohammed Saad, *UWE, UK*
 Dr. Kitipong Promwong, *National Science Technology and Innovation Policy Office, Thailand*

16.30 – 17.00 Publication plan: **Prof. Mohammed Saad**, Faculty of Business and Law, UWE

Closing: **Dr Jane Harrington**, Pro Vice-Chancellor & Executive Dean, Faculty of Business and Law, UWE

17.00 – 18.00 Networking and departure