



UNIVERSITY-INDUSTRY
INTERACTION 04/2014
BARCELONA, SPAIN

Academic Proceedings
2014 University-Industry
Interaction Conference:
Challenges and Solutions for
Fostering Entrepreneurial
Universities and Collaborative
Innovation

UIIN
University Industry
Innovation Network

Science Marketing
Science-to-Business Marketing Research Centre



Academic Proceedings of the 2014 University-Industry Interaction Conference: Challenges and Solutions for Fostering Entrepreneurial Universities and Collaborative Innovation

2014 University-Industry Interaction Conference

Barcelona, Spain

April 23-25, 2014



Academic Proceedings of the 2014 University-Industry Inter-action Conference:
Challenges and Solutions for Fostering Entrepreneurial Universities and
Collaborative Innovation

ISBN 978-94-91901-11-9

ALL RIGHTS RESERVED. This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express written permission from the author of the specific chapter.

Table Of Content

Mike Alderson

Learning Partnerships In Local Economic Development – Evidence
From Central And Eastern Europe..... 6

Aline Azevedo Larroyed, Araken Alves de Lima

Metrology, Intellectual Property And Innovation 23

Talya Ponchek

Patents Bibliometrics: Evaluating Collaborations In R&D: The Case
Study Of Stem Cell Research in Israel..... 35

Kafayat Lamidi, Dina Williams

Leading Transformational Change In Higher Education: Discussion Of
Literature And Conceptual Framework 46

Linda Greve

Metaphors For Knowledge In Creative Start-Ups 100

María Redondo Carretero, Firmansyah David, Peter Van der Sijde

Development Of “Business Logics” In Novice Entrepreneurs In An
Academic Incubator 117

Tara Branstad, João Guerreiro, Sofia Vairinho, Francisco J. Leon Sanz,

Sonia R. Sanchez

The Single Patent For Portuguese Or Spanish Language Countries:
An Initial Approach Into The Actual Legal And Political Global
System Of Patents 129

Anna Kochenkova, Iliia Dubinsky, Maurizio Sobrero

Changes To IP Legislation In Russia And The Impact On
Commercialization Of University Research..... 147

Hans Frederik, Peter van der Sijde

Curriculum And The Professional Field 162

Manuel Fernández-Esquinas, Sandro Giachi, Ana Fernández-Zubieta,

Inés Andújar-Nagore

Exploring Organizational Structures And Outcomes Of Cooperative
Research Centres In The Spanish Innovation System 170

<i>Oleksii Starov, Vladimir Sklyar, Vyacheslav Kharchenko, Artem Boyarchuk, Chris Phillips</i> A Student-In-The-Middle Approach For Successful University And Business Cooperation In IT	193
<i>Sandro Giachi</i> Understanding The Dynamics And The Out-Comes Of Science- Industry Cooperative Research Centres	208
<i>Panayiotis H. Ketikidis, George Efstathiadis, Leslie T. Szamosi, Petros Kefalas</i> An Entrepreneurial Model For The Internationalization Of Executive MBA Programmes: The Case Of The International Faculty Of The University Of Sheffield, CITY College	221
<i>Christopher Brown, Phil Fiddaman, Robert Howie, Dominic Bellamy</i> Co-Creating Business Value Through University-Business Collaborative Projects: A Case Study Approach.....	239
<i>Alfredo Yegros-Yegros, Robert Tijssen</i> A Global View Of University - Industry Interactions And Dual Appointments: Quantitative Indicators, Empirical Evidence and New Insights	257
<i>Sándor Huszár, Szabolcs Prónay, Norbert Buzás</i> Researchers' Motivation And Expectation In Connection With Patenting And Technology Transfer Offices In Hungary	272
<i>Carolina Bemvindo, Tatiana Carestiato, Araken de Lima</i> The Integration Of Universities In The Innovation Process: A Discussion On The Cases Of Brazil And Japan And Its Laws Of Innovation.....	286
<i>Roberto Parente, Rosangela Feola</i> University Support Initiatives And Development Of Academic Entrepreneurial Intent: The Role Of Start-up Competitions	297
<i>Mirella Migliaccio, Francesca Rivetti, Arturo Capasso</i> The Role Of Universities In Venture Accelerators: The Case Of SeedLab	308
<i>Tomoe Daniela Hamanaka Gusberti, Mariana de Freitas Dewes</i> Performance Management In Public University's Technology Transfer Process.....	319

<i>Lars Bengtsson</i> Comparing University-Ownership Technology Transfer Systems With University-Inventor Technology Transfer Systems In Scandinavian Universities.....	339
<i>Georgy Laptev, Dmitry Shaytan, Maria Ladionenko, Ekaterina Polezhaeva</i> Identifying Profile Of Innovative Entrepreneur Competencies.....	352
<i>Mariana de Freitas Dewes, Tomoe Daniela Hamanaka Gusberti, Caroline Francisco Dorneles, Marcos Pericles Oliveira, Luiza Santos Cunha, Maurice Aïnon, Mateus Dalmoro, Adriano Rossi</i> University-Business Cooperation In The Brazilian Innovation System: Partial Results	367
<i>Humberto Merritt</i> The Role Of Human Capital In University-Business Cooperation: The Case Of Mexico	381
<i>Mari Jose Aranguren, José María, Jesús M. Valdaliso, James R. Wilson</i> Academic Institutions As Change Agents For Territorial Development	398
<i>Zafer Uygun</i> A New Approach To Evidence Based Policy: The Science Diplomacy As Scientific Advisory Systems	418
<i>Tim Turpin, Sam Garrett-Jones</i> Enabling Industrial Access To Academic Knowledge: Experiences And Implications Among Australian CRCs	433