



# INTERACT SYMPOSIUM EXPLORING THE LINKS BETWEEN UNIVERSITY AND INDUSTRY

**6 October 2017, 08:30-13:00** (Programme subject to changes)  
Festauditoriet A1-01.01, Bülowsvej 17, 1870 Frederiksberg C  
University of Copenhagen

- 08:30-09:00**    **Arrivals, coffee and registration**
- 09:00-09:10**    **Welcome**  
Erik Bisgaard Madsen, Vice-Dean of Private and Public Sector Services, Faculty of Science, University of Copenhagen
- 09:10-09:25**    **Why do we need more research on university-industry relations?**  
Opening talk, Thomas Alslev Christensen, Head of Operations, Novo Nordisk Foundation
- 09:25-09:45**    **Why microfoundations of university-industry relations matter**  
Introduction to the INTERACT project, Marcel Bogers, Associate Professor, University of Copenhagen, and project coordinator of INTERACT
- 09:45-10:30**    **On the front line: Understanding the role of individuals in university-industry collaboration**  
Keynote, Ammon Salter, Professor, University of Bath
- 10:30-11:00**    **Coffee break**
- 11:00-11:45**    **How should we investigate the microfoundations of university-industry relations?**  
Presentations on the methodological “toolbox” by:  
Pablo D’Este, Research Fellow, Spanish Council for Scientific Research  
Jeannette Colyvas, Associate Professor, Northwestern University  
Beverly Tyler, Professor, North Carolina State University
- 11:45-12:30**    **Panel discussion: what are crucial questions for better understanding – and managing – university-industry relations, and how can we address them?**  
Moderator: Maria Theresa Norn, Head of Analysis, DEA
- 12:30-13:00**    **Closing comments, next steps and informal lunch**  
INTERACT research team: Marcel Bogers, Maral Mahdad, Elena Tavella, Karin Beukel, Toke Reinholt Fosgaard

## ABOUT THE SPEAKERS



**Erik Bisgaard Madsen** is the Vice-Dean of Private and Public Sector Services at the Faculty of Science, University of Copenhagen. He has previously held positions in, amongst other organizations, the Danish Agriculture & Food Council, the Danish Bacon and Meat Council, the Danish Meat Association, the National Veterinary Serum Laboratory, and a veterinary practice. He holds a Ph.D. from the Royal Veterinary and Agricultural University (now University of Copenhagen), and has an educational background in veterinary medicine and business studies. He has extensive experience in the strategic management of science, cooperation in international research, preparation of scientific programs and assessment of scientific applications. He will give the welcome speech at the symposium.



**Thomas Alslev Christensen** is Head of Operations at the Novo Nordisk Foundation, which has provided 10 mio. DKK in funding for the INTERACT project. He has previously worked at the Ministry for Science, Innovation and Higher Education, the Nordic Council of Ministers, The Ministry of Economic Affairs and the Prime Minister's Office. He acts as an international policy advisor on science, technology and innovation policy, and as an evaluation expert in international research programs and policy advisory committees. He has a master's degree in Economics from the University of Copenhagen and a PhD in international finance from the Copenhagen Business School. In the symposium, he will give an introductory talk on the need for increased insight into university-industry relations and their socio-economic impact.



**Marcel Bogers** is an Associate Professor of Innovation and Entrepreneurship at the Department of Food and Resource Economics, Faculty of Science, University of Copenhagen, and he is the project coordinator of the INTERACT project. He obtained his PhD in Management of Technology from the Ecole Polytechnique Fédérale de Lausanne (Swiss Federal Institute of Technology). His research interests include openness and participation in innovation and entrepreneurial processes within, outside, and between organizations, and he has more specifically studied issues as open innovation, business models, family businesses, and university-industry collaboration. He has received several honors that highlight excellence in research, teaching and outreach. In the symposium, he will present the aims and ongoing activities in the INTERACT project.



**Ammon Salter** is a Professor of Innovation at the School of Management, University of Bath. He received his doctorate from SPRU at the University of Sussex in 1999, where he also worked as a researcher from 1998-2002. From 2003-2013, he was a faculty member at Imperial College London, acting as the co-Director of the Innovation Studies Centre. From 2009-2013, he was the Research Director of the UK Innovation Research Centre, which was a collaboration between Imperial College London and the University of Cambridge. His research has been published widely, in journals such as *Strategic Management Journal*, *Organization Science*, *Academy of Management Review*, *Academy of Management Journal*, *Research Policy*, *Journal of Product Innovation Management*, *Industrial and Corporate Change* and *California Management Review*. His current research focuses on open and distributed models of innovation, social networks and innovation, and university-industry collaboration and typically involves engagement with policy and practice through collaborative projects with industrial and governmental partners. In the symposium, he will give a keynote on the state-of-the-art knowledge about what we know about the role of individuals in university-industry collaboration.



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*Investigating the microfoundations of socioeconomic impact of university-industry relations*



**Pablo D'Este** is a Research Fellow at the Spanish Council for Scientific Research (CSIC), working at INGENIO, a joint Institute of the Spanish Council for Scientific Research and the Polytechnic University of Valencia. He holds a PhD from SPRU, University of Sussex, and a degree in Economics from Universitat Autònoma de Barcelona. He has published extensively on the topics of, among other things, university-business interactions and their impact on academic and business performance, academic entrepreneurship, the formation of research partnerships, and the sources of and barriers to innovation. In the symposium, he will specifically focus on quantitative research aspects of the methodological “toolbox”.



**Jeannette Colyvas** is an Associate Professor of Learning and Organizational Change at Northwestern University. Her research investigates university-industry interactions, focusing on the translation of basic science into commercial application and the implications for careers, innovation, and public science. Her research interests include innovation in science policy and practice; university-industry relations, scientist collaboration networks, and the development and commercialization of academic research. She has a PhD from Stanford University, with M.A. degrees in Sociology and East Asian Studies. In the symposium, she will specifically focus on qualitative research aspects of the methodological “toolbox”.



**Beverly Tyler** is a Professor of Strategic Management at North Carolina State University. She received her PhD from Texas A&M University. In her research, she has emphasized human contributions to intra-organizational and inter-organizational decision making, strategic initiatives, organizational cognition (culture), and innovation management. She uses a multi-method approach in her research: policy capturing experimental designs, data analysis of large sample databases, analysis of documents and interviews, mail surveys, and cognitive mapping methods. In the symposium, she will specifically focus on experimental research aspects of the methodological “toolbox”.



**Maria Theresa Norn** is Head of Analysis at DEA, a Danish non-profit think tank of science and education policy. She is also a part-time Senior Researcher at the Danish Centre for Studies in Research and Research Policy (CFA), Aarhus University. She holds a PhD from the Copenhagen Business School and spent part of her PhD at SPRU, University of Sussex. Her research and policy-oriented work centers, amongst other interests, on the links between public science and private R&D and innovation, notably on mechanisms for university-industry relations and the role of individual perceptions and characteristics for researchers' engagement with industry. In the symposium, she will moderate the panel discussion on crucial questions for better understanding and managing university-industry relations.



## THE INTERACT RESEARCH TEAM<sup>1</sup>



**Marcel Bogers**, Associate Professor and project coordinator

Marcel obtained a PhD in Management of Technology from the Ecole Polytechnique Fédérale de Lausanne. His research interests include openness and participation in innovation and entrepreneurial processes within, outside, and between organizations, and he has more specifically studied issues as open innovation, business models, family businesses, and university-industry collaboration.



**Maral Mahdad**, Postdoc

Maral obtained a PhD in Innovation Management from Scuola Superiore Sant'Anna. She graduated Cum Laude based on her dissertation on "The Micro-dynamics of University-Industry Collaboration: The case of Telecom Italia Joint Open Labs". Besides university-industry collaboration, her research focuses on open innovation and innovation management more generally.



**Elena Tavella**, Assistant Professor

Elena obtained a PhD in management science from the University of Copenhagen. Her research focuses on group problem solving, strategizing and decision making in complex and uncertain situations. She is particularly interested in how these aspects evolve, and how such aspects lead to outcomes.



**Karin Beukel**, Assistant Professor

Karin obtained a PhD in Innovation Economics and Management from Copenhagen Business School. While generally interested in the economics and management of innovation, science and technology, her research most specifically focuses on intellectual property strategy and management.



**Toke Reinholt Fosgaard**, Assistant Professor

Toke obtained a PhD in economics from the University of Copenhagen. He is currently heading the Behavioral Economics Research Group at the department. His general research interests relate to behavioral, experimental and neuro-economics, while he more specifically focuses on issues such as cooperation, decision making and nudging.

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<sup>1</sup> The INTERACT research team members are hosted at the Department of Food and Resource Economics, Faculty of Science, University of Copenhagen.

**INTERACT**

*Investigating the microfoundations of socioeconomic impact of university-industry relations*

## ABOUT THE INTERACT PROJECT

Based on changing macro- and microeconomic conditions, there is a growing recognition that companies are increasingly moving towards open innovation models that more heavily rely on external sources of knowledge. With universities being a particularly important source of external knowledge for innovation, university-industry relations get to the center stage of corporate innovation processes. As such, a large part of the socioeconomic impact of university research is established through university-industry relations, which can take place through a wide variety of different knowledge transmission channels. However, the more detailed mechanisms that underlie these channels and how they ultimately lead to socioeconomic impact are not fully understood. We propose that a microfoundations perspective can provide important insights into how the individual-level decisions, actions and interactions can aggregate to macro-level impact. In this research project, we therefore explore the microfoundations that underlie the transmission of knowledge from university to industry and that will ultimately lead to socioeconomic impact.

Our research plan consists of a three-stage research design. First, we conduct an in-depth case study of the Faculty of Science (SCIENCE) at the University of Copenhagen to uncover how institutional conditions and individual actions and interactions affect knowledge transmission mechanisms of researchers. Second, we conduct a longitudinal ethnography of selected researchers at the Faculty of Science to unravel the detailed processes and micro foundational aspects of how these researchers engage with industry. Third, we conduct a controlled policy capturing experiment with university researchers and company employees to validate the underlying mechanisms of university-industry collaboration by investigating the decision-making criteria to engage with industry.

**Project coordinator:**

Marcel Bogers, Associate Professor

**Project partners:**

Erik Bisgaard Madsen, Vice-Dean of Private and Public Sector Services, Faculty of Science, University of Copenhagen

**Involved IFRO researchers:**

Karin Beukel, Assistant Professor

Jeannette Colyvas, Associate Professor, Northwestern University

Maral Mahdad, Postdoc

Pablo D'Este, Research Fellow, Spanish Council for Scientific Research

Toke Reinholt Fosgaard, Assistant Professor

Beverly Tyler, Professor, North Carolina State University

Elena Tavella, Assistant Professor

2 PhD students & 1 postdoc (to be hired)

Maria Theresa Norn, Head of Analysis, DEA

**Time frame:** January 2017 – December 2020

**Funded by:** Novo Nordisk Foundation

**Amount:** DKK 10 million

*See the project website [ifro.ku.dk/interact](http://ifro.ku.dk/interact) for more information about the project and the research team.*