



# INTERACT SYMPOSIUM

## THE ROLE OF UNIVERSITY STRATEGIES FOR INTERACTION WITH INDUSTRY

3 December 2018, 13:30-17:00  
Festauditoriet A1-01.01, Bülowsvej 17, 1870 Frederiksberg C  
University of Copenhagen

- 13:30-14:00 Arrivals and coffee**
- 14:00-14:05 Welcome**  
Marcel Bogers, Professor, University of Copenhagen, and project coordinator of INTERACT
- 14:05-14:15 UCPH strategy 2023, and the focus on collaboration and societal commitment – nationally and globally**  
Erik Bisgaard Madsen, Vice-Dean of Private and Public Sector Services, Faculty of Science, University of Copenhagen
- 14:15-15:00 University technology commercialization: it's all about strategy**  
Keynote by Shiri Breznitz, Associate Professor, Munk School of Global Affairs, University of Toronto
- 15:00-15:30 Preliminary insights from INTERACT:**
- 1) Developing university strategy: roles, users, and responses to issues confronting the “multiversity” - Gergana Romanova, PhD fellow, INTERACT project
  - 2) "The inner-life of university-industry collaboration and why it matters" - Maral Mahdad, Postdoctoral researcher, INTERACT project
- 15:30-16:00 Commercial imprints and scientific footprints: a microfoundations perspective on university-industry interfaces**  
Jeannette Colyvas, Associate Professor, Northwestern University
- 16:00-16:10 Closing statements & Status on the INTERACT project**  
Marcel Bogers, Professor, University of Copenhagen, and project coordinator of INTERACT
- 16:10-17:00 Networking Reception**



## ABOUT THE SYMPOSIUM AND INTERACT PROJECT

The symposium is organized by the INTERACT project, INvesTigating thE micRofoundAtions of socioeconomic impaCt of universiTy-industry relations, which is funded by the Novo Nordisk Foundation and hosted by the Department of Food and Resource Economics (IFRO), Faculty of Science (SCIENCE), University of Copenhagen. The aim of the INTERACT project is to explore the microfoundations that underlie the transmission of knowledge from university to industry. By drawing on a microfoundations perspective, we can provide important insights into how the individual-level decisions, actions and interactions can aggregate to macro-level impact. Our research project has a large qualitative component by developing an in-depth case study of SCIENCE, which will be complemented by a longitudinal ethnographic study. These studies will also be connected to a controlled policy capturing experiment with university researchers and company employees to validate some of the mechanisms underlying the knowledge transmission from university to industry. Please see the project website [ifro.ku.dk/interact](http://ifro.ku.dk/interact) for more information about the project and involved researchers.

## 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.



**Marcel Bogers** is a 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 is also a senior research fellow at the Garwood Center for Corporate Innovation at the Haas School of Business, at the University of California, Berkeley. 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 addition to chairing the symposium, he will present the aims and ongoing activities in the INTERACT project.



**Shiri M. Breznitz** is an Associate Professor at Munk School of Global Affairs and an economic geographer who specializes in innovation, technology commercialization, and regional economic development. Her research is at the critical intersection of theory and policy to fit the new realities of globalization. Dr. Breznitz's work has informed policy making at the local, national, and international levels. She has advised on the role of universities in the larger story of innovation, on the economic impact of biotechnology, and on the role of clusters in driving innovation. In addition, Dr. Breznitz is one of the section editors for Economic Geography at the Geography Compass Journal. Current projects include: Crowd funding and Digital Media in Canada, Culture and Higher Education Institutions as Intermediaries in the U.S., The Fintech industry in Canada, a Study on US universities during the financial crisis of 2008, and a study examining the impact of university incubators.



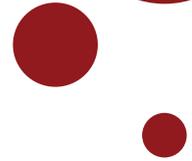
**Gergana Romanova** is a PhD fellow at the Department of Food and Resource Economics, Faculty of Science, University of Copenhagen. Gergana obtained a MSc in Digital Innovation & Management from the IT University of Copenhagen. She is interested in university-industry relations, business models, and open innovation. In the INTERACT project, she will conduct an in-depth case study of the Faculty of Science in order to uncover how institutional conditions and individual actions and interactions affect knowledge transmission.



**Maral Mahdad** is a postdoctoral researcher at Department of Food and Resource Economics, Faculty of Science, University of Copenhagen. 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.



**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. She is an external partner in the INTERACT project. In the symposium, she will specifically focus on qualitative research aspects of the methodological "toolbox" and participate in the panel discussion.



## THE INTERACT RESEARCH TEAM

*All hosted at the Department of Food and Resource Economics, Faculty of Science, University of Copenhagen.*



**Marcel Bogers**, 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**, Postdoctoral researcher

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**, Associate 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.



**INTERACT**

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



**Alice Pizzo**, PhD Student

Alice obtained a MSc in Environmental and Natural Resources Economics from the University of Copenhagen and she has now started a PhD in Behavioral Economics. Her academic interests relate to behavioral and experimental economics; decision making, cooperation and dishonesty. In the framework of the INTERACT project, she is going to investigate what decision criteria are considered by scientists from the academia and researchers from the industry in order to decide whether to engage in a collaboration.



**Sunny Mosangzi Xu**, PhD Student

Sunny obtained her Master's degree in Applied Cultural Analysis from the University of Copenhagen. In her Master thesis, she explored the mechanism between nature and city, with an interest in the interactions in space. In the INTERACT project, she will do a longitudinal ethnography of selected researchers at the Faculty of Science to unravel the detailed processes and microfoundational aspects of how these researchers engage with industry.



**Gergana Romanova**, PhD Student

Gergana is a PhD fellow at the Department of Food and Resource Economics, Faculty of Science, University of Copenhagen. Gergana obtained a MSc in Digital Innovation & Management from the IT University of Copenhagen. She is interested in business models, university-industry relations and open innovation. In the INTERACT project, she will conduct an in-depth case study of the Faculty of Science in order to uncover how institutional conditions and individual actions and interactions affect knowledge transmission.

*For more information about INTERACT, please visit the project website <http://ifro.ku.dk/INTERACT>*