

Science Promotion and Approaches to Commercialization

Dr. Martin Neubauer



About the presenter

- Martin Neubauer, born in 1972 received his Master's Degree and Doctorate in Economic and Social Sciences at the Karl-Franzens-University (Graz/Austria) and was studying Russian (including studies of French, Croatian and Serbian) at the Karl-Franzens-University (Graz/Austria) and the Moscow Linguistic State University (Moscow/Russia).
- At FH JOANNEUM he is in charge for the research and development activities at the Department of International Management. He was setting up this research center where meanwhile 7 researchers are working and he is responsible for the implementation of international and national research projects with a total volume of more than 3 Mio EUR. Martin Neubauer is teaching in the field of Operations Management, International Market Entry Strategies, Entrepreneurship and Cross Cultural Management. He started his work at FH JOANNEUM in 2003 as senior lecturer and researcher at the Department of International Management and the Department of Aviation.
- Martin Neubauer also works as advisor who consults universities and companies in the field of research organization and to a number of companies in the field of Business Planning, Marketing, Controlling and Project Management.

About



- In 1995 FH JOANNEUM started with four degree programs and altogether 150 students. Currently about 3.500 students attend the 39 different programs which are offered at the three locations in Graz, Kapfenberg und Bad Gleichenberg. Since some of the degree programs are fairly young and only have first or second year students yet, the student population will continue growing.
- FH JOANNEUM employs over 375 people in the areas of research, teaching and administration. Another 444 people work for the institution on an independent contractor's basis. As the student population also the number of staff members will grow in the future. We are one of Austria's leading Universities of Applied Sciences. In order to maintain and consolidate this status, both our teaching and our applied research and development is modeled on the best colleges and universities in Europe.
- Our R&D activities (472 ongoing projects) help to accumulate a knowledge base for the university and society in general which improves not only our own competitive abilities, but also those of Styria as a whole. Additionally, the know-how we acquire from R&D projects helps to ensure the high tuition quality in our degree programs. As a university, we support international cooperation in teaching, research, and ongoing education. FH JOANNEUM employs over 375 people in the areas of research, teaching and administration. Another 444 people work for the institution on an independent contractor's basis. As the student population also the number of staff members will grow in the future.
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Commercialization of Research Results in Austria

Structure of this presentation

- 1. Research commercialization by education**
Bringing all players together and on the same level
- 2. Using national and local funds**
Make use of governmental support to start research projects and to develop new „research products“.
- 3. Support by the European Union**
Apply for „European Tax Payers‘ Money“ to start collaborative research projects and make research market ready.
- 4. Company Collaborations**
Involving of companies on an early stage to start and run common research activities

THE EUROPEAN UNION



25 Member States

Joined in 1957	Joined in 1973	Joined in 1981	Joined in 1986	Joined in 1995
Belgium 10.5 million (in 1997)	Denmark 5.1 million (in 1987)	Greece 10.5 million (in 1987)	Portugal 10.5 million (in 1987)	Austria 8.1 million (in 1987)
France 59.5 million (in 1987)	Ireland 0.7 million (in 1987)	Spain 38.5 million (in 1987)	Finland 5.1 million (in 1987)	
Germany 82.5 million (in 1987)	United Kingdom 25 million (in 1987)	Sweden 8.5 million (in 1987)		
Italy 57.5 million (in 1987)	Greece 10.5 million (in 1987)			
Luxembourg 0.4 million (in 1987)	Ireland 0.7 million (in 1987)			
Netherlands 15.5 million (in 1987)	United Kingdom 25 million (in 1987)			



Austria

Azerbaijan

References: International Projects in Higher Education (Selection)

- 2003: Training program for pharma managers from South-Eastern Europe
- 2003: Certified Business Manager North Korea – Training Program for Public Servants from DPRK (Democratic Peoples Republic of Korea)
- 2002-2003: Development and implementation of a specialized program for international exchange students („Global Business Program“)
- 2002-2004: CaseElearning: Development of Case-based E-Learning Methodology for International Business Education
- 2003-2005: Cross-cultural Learning Styles (ASEAN): Comparison of learning styles of students in higher education (Austria, Germany, Singapore, Thailand)
- 2005-2007: Cross-cultural Learning Styles (India): Comparison of learning styles of students in higher education (Austria, Germany, India)
- 2005-2007: Cross-cultural Learning Styles (Latin America): Comparison of learning styles of students in higher education (Argentina, Austria, Colombia, France, Germany, Mexico, Peru)
- 2005-2007: Developing Meta-level Quality Indicators for Establishing a Systematic Linkage between Educational Institutions and the Labour Market
- 2005-2007: Creating an Observatory on Europe-wide TAQC (Transparency of Academic Qualifications and Competences) for catching the MOLE (Mobility of Labor in Europe) and Filling in the GAP (Generalized Academic Policy)
- 2005-current: Multic-cultural Education for European Citizens
- 2005-current: Better Education for 2nd Generation Immigrant Students
- 2006-2007: The Path of Internationalisation and Integration in the Europe of Regions - Establishing new partnerships with higher education institutions from East and South Europe
- 2006-current: Cross-cultural Learning Styles (Iran, China, USA)
- 2006-current: Diversity Management (Train the Trainer Program)
- 2006-current: Development and implementation of a graduate program in „European Project Management“
- 2006-current: Oman Accreditation Council, Government of Oman
- 2006-current: ADysTrain - Train the trainers for the Dyslexic World of Adults
- 2007–current: eContent at the University of Prishtina (Kosovo)

1. Research commercialization by education

Master of Science in European and Public Management

Strategy: To realize potential synergies with businesses, public organizations and other institutions of Higher Education FH JOANNEUM was developing a Master of Science in European and Public Management.

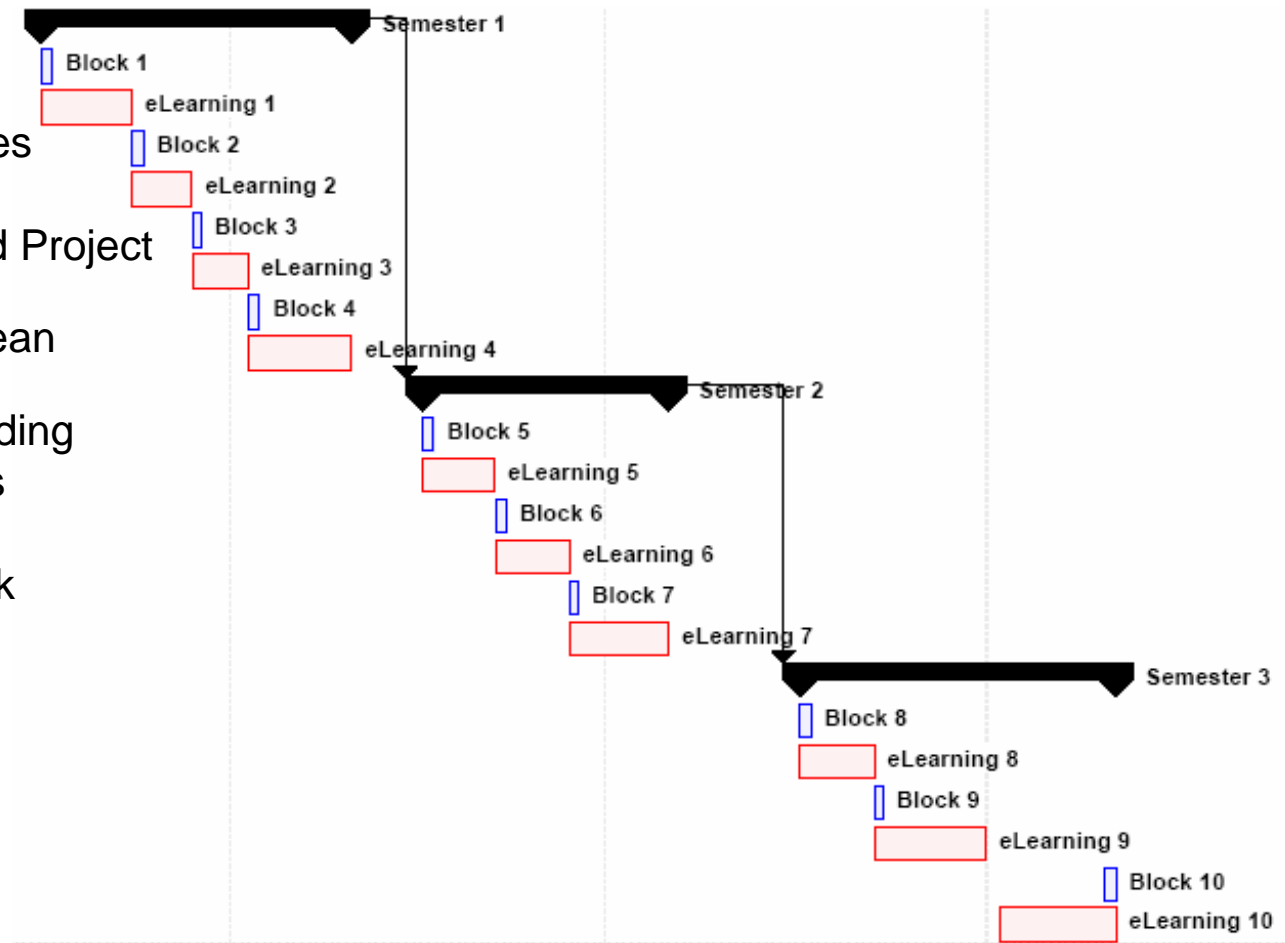
Operationalization: Representatives from any organization should be brought to a common standard on research management (fund raising, project management, dissemination, valorization) for realizing commonly collaborative research projects with the focus on its long time sustainability.

Implementation: This **three semester postgraduate course** is designed specifically for professionals seeking to deepen their qualifications in the area of designing, generating, administrating and implementing projects, specialising in European union programs. Special emphasis is placed on the master thesis, which will be professionally supported by teachers and practitioners. The master thesis will encompass a **complete proposal for a project in a European union program line**, Providing participants with an example and starting point for future work in the field and a valuable contribution for the employee.

MSc. European Project Management (EPM)

Content Areas

- Foundations of the EU
- Regional Mgmt. Strategies
- Communication for EPM
- Project Development and Project Management
- Legal Aspects for European Projects
- Project Finance and Funding
- Business and Economics
- Intercultural Learning
- Applied IT and Teamwork
- Multimedia Technologies
- Networks and Lobbying
- Excursion to Brussels
- EU Round Tables



2. Using national and local funds

- **FH PLUS**

Special governmental programs are offered to improve the cooperation between companies and research. Therefore the government provides support but all partners have to support the project with an own contribution. The contribution from the government is decreasing with the time, meaning that at the end of a project life cycle (up to 5 years) income must be generated whereas at the beginning the governmental support is higher. The result are products which are of use for companies and universities and help to generate income even after the projects' ending.

- **FUTURE FUNDS**

Regional initiatives are taking place but not on a regular basis. Nevertheless these program offers the chance to develop „prototypes“ which can be used as basis for other projects especially for extending them on an international level. Also these funding schemes requires also collaborative activities but to a limited extent.

2. Using national and local funds (2)

- **EU – National Funds - Companies**

These are funds provided by the European Union and National authorities (mainly ministries). In many cases companies and/or NGOs and the Social Partners must be involved as well.

Within these programs special sectors are targeted. These activities follow strategic guidelines developed by the EU and National governments. The realization takes place on a more national level but foreign institutions can be involved if it can contribute to the outcomes of the activities undertaken.

Especially Austria supports to a high extent common activities with Eastern Europe.

3. Support by the European Union

- The European Union is heavily supporting innovative project ideas' by offering various ways of funding.
- To involve NIS countries, we can make use of funds applicable only for EU and NIS countries but in many cases NIS countries are allowed to participate in the 7th framework program (support program of the EU to foster research and to guarantee long time competitiveness of the EU).
- Therefore research has to be executed
 - Collaboratively,
 - By integrating different kinds of institutions,
 - Transparent
 - Well managed
 - With a long term focus

But it has to be taken into account ...

- Own contribution
In many cases the research support does not cover all costs occurring. Between 0 – 50% depending on the various program lines must be contributed by the institution itself.
- Making research results market ready
The success of a research activity will be measured in „products“. To apply successfully for research grants, the outcome must be presented clearly at the earliest stage. At the end of the project an outcome must be presented that shows the sustainability of the project idea.
- Intensifying the collaboration between universities
One institution can hardly apply for research grants. Such activities must be planned as common effort. Therefore the involved persons must act professionally and clear rules must be obeyed especially concerning property rights, publications, income gained with the products generated.

Example: Cross Cultural Learning Styles

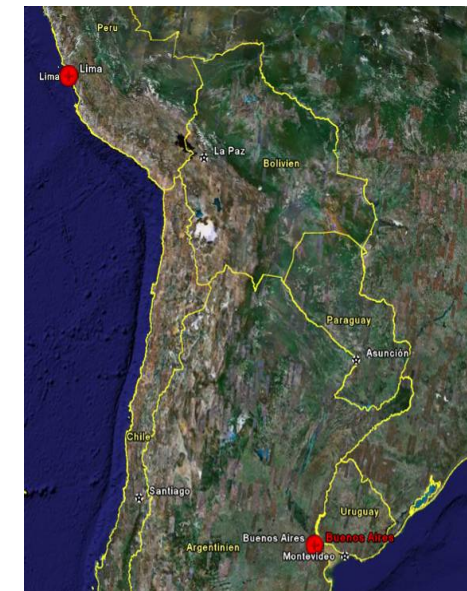
Toolbox on CCLS - Targeting the end users

To make use of the information gained during the research process and to provide it to a broad public and several target groups is in many ways a challenge for applied research. To reach these goals various ways of communication have to be utilized and many different approaches of how to reach diverse target groups have to be taken into consideration.

The Consortium

• FH JOANNEUM (AT) as Coordinator

Technologico de Monterrey (MX), FH Gelsenkirchen (DE),
Univ. de San Andres (AR), Univ. Externado de Colombia
(CO), Universidad del Pacifico (PE), Euromed Marseille (FR)



1. Brochure

The brochure is designed to deliver concentrated information for teachers, students and administrators on how to work with students from countries, which are assumed to work and interact differently due to their cultural background. This 64 page information tool will be based mainly on the results of the survey. It will be structured to give an easy to use overview including summary, main findings, recommendations, outlook, further information and basic sources.

2. Conference Proceedings on CD Rom with ISBN number

As the topic is interesting also for academics, conferences presenting the striking results of the project and the major streams in this field of research are held. Therefore calls for papers are published, and academics worldwide are invited to submit their articles, which will be compiled into comprehensive proceedings.

3. Books

This comprehensive volume compiles the very best academic papers submitted and publish them in the form of an edited book. For this purpose the consortium collaborates with globally recognized publishers. The selection will be realized by a double blind review (conducted by academics all over the world) and a final decision by the editors. In addition the key results of the project will be published by the consortium as an additional volume in the field of cross-cultural learning styles.

4. The database

The electronic database serves to be the major piece of work within this project. It contains all information selected and researched, and provides ideas, recommendations, best practice examples and case studies. Being available over the website it will provide information for international students, professors and administrators.

To summarize the challenge of EU funded projects...

- **Disseminate or disappear**
- **Exploit or Explode**
- **Sustain or Die with pain**
- **Publish or perish**

4. Company Collaborations

- The programs offered at FH JOANNEUM are widespread and span from Engineering, Manufacturing, Construction, Design, Arts, Social Sciences, Health Services
- All departments independently of their area are forced to collaborate with industries and businesses such as
 - Automotive Engineering: Car manufacturers and car suppliers
 - Aviation: Airlines, airline manufacturers
 - Health Management in Tourism: Hotels, Booking offices, Wellness industry, Sports management
- This is realized mainly over direct collaborations where the university acts as another business partner. The procedure of interacting with companies is similar or almost equal as if companies are collaborating to reach a common goal.

Challenges of Company – University Collaborations

- Property Rights - Ownership???
- Role distribution – Equal Partners???
- What to do in case of failure (Fines)???
-

Summary – Approaches for Success

1. Make it serious and not only for the project!
2. Don't do it only for yourself but try to reach a broad audience and go for feedback!
3. Companies are addicted to money!
4. Universities are addicted to publications AND Money!
5. All involved parties have to reach their main target groups!

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