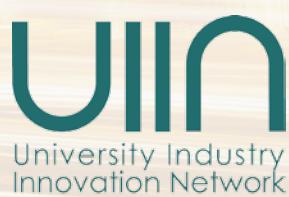# Call for Good Practice Case Studies and Concepts on
ENTREPRENEURIAL UNIVERSITIES

September 29 - October 1
Madrid, Spain

Organised by:

UIIN
University Industry
Innovation Network

POLITÉCNICA
"Ingeniamos el futuro"

CAMPUS
DE EXCELENCIA
INTERNACIONAL

CALL FOR GOOD PRACTICE CASE STUDIES AND CONCEPTS
How can I contribute?

The 2014 Entrepreneurial Universities event will be a global meeting and discussion forum for university leaders, practitioners and researchers on entrepreneurial universities.

The conference will cover a wide range of topics around entrepreneurial universities with the main focus of the conference being on good practice examples.
We are now calling for proposals on the themes of the conference. We would like to encourage you to submit **good practice case studies and concepts**. Proposals will

be reviewed by an international practitioners committee with a double blind review process.

Due to the large number of contributions in previous events and the limited amount of presentation slots, **we suggest submitting both a full case study proposal as well as a concept proposal**. If your full case study should not be selected, this would potentially give you the chance to present your work in form of a poster.

TARGET GROUPS
Who should join?

The event is designed for all those interested in better understanding how to develop more engaged and innovation-oriented entrepreneurial universities and their ecosystem.

- University leaders (board members, deans etc.)
- Directors of entrepreneurship and innovation centers / institutes
- Directors & managers at TTOs, Science Parks, Incubators, Business Development Offices etc.
- Researchers and lecturers in entrepreneurship and innovation
- Entrepreneurship & innovation trainers & coaches
- Policymakers

KEY BENEFITS
Why should you join?

Key benefits of participating in the event are.

- **Increase your knowledge** on the management of entrepreneurial universities
- Participate in workshops and **develop your skills**
- **Meet and network** with those having shared interests and goals
- **Bring new ideas and concept home** to your institution
- **Use our analysis tools & implementation guide** to put ideas & concepts into action

SUBMISSION AND FURTHER INFORMATION

The deadline for the submission of proposals is **June 16, 2014**. Please submit the proposals through the online submission form at:
http://www.entrepreneurial-universities.org/index/submission

Please note that all abstracts need to be submitted in the template as provided on the conference's submission page.

www.entrepreneurial-universities.org

CONFERENCE SUBTHEMES

The subthemes include but are not limited to the following:

1. **Entrepreneurial University Management**
   How to manage, lead and govern
   - Building a sustainable ecosystem / integrating into the ecosystem
   - Successful business models for entrepreneurial universities
   - Impact & performance measurement in entrepreneurial universities
   - Providing the right incentives
   - Changing the culture within institutions

2. **University-Business Collaboration and Cooperation**
   How to cooperate
   - Implementing supporting mechanisms (strategies, structures and approaches) towards UBC
   - Fostering the dynamics of knowledge networks and partnerships
   - Creating and managing cooperative research centres
   - Collaborating in driving innovation
   - Identifying your cooperation partners

3. **Entrepreneurship Education & Curriculum Development & Delivery**
   How to teach
   - Teaching the entrepreneurs of the future (incl. Massive Open Online Courses / MOOCs)
   - Stimulating entrepreneurial mind-sets, attitudes and behaviour
   - Joint curricula development and delivery: Driving innovation and entrepreneurship
   - Applying new approaches towards creativity & idea generation
   - Implementation of new teaching and learning forms

4. **Student & Academic Entrepreneurship (Spin-offs & Start-ups)**
   How to support entrepreneurial thinking and acting in academia
   - Building a supporting ecosystem for start-ups and spin-offs
   - Training, coaching and mentoring during an individual's entrepreneurial journey
   - Creating successful (start-up / business plan) competitions
   - Training the trainers
   - Fostering a culture of academic entrepreneurship in Higher Education

5. **Intermediaries**
   How to link academia and business
   - Creating and operating incubators / start-up ecosystems
   - Creating and operating science and technology parks
   - Creating and operating KTOs and TTOs
   - Creating and operating Corporate Relationship Offices (CROs) / Industrial Liaison Offices (ILOs)

6. Innovation & Knowledge and Technology Transfer
How to transform science into innovation
- Assessing the value of knowledge and technologies
- Transforming research results into innovative products and services
- Protecting and managing IP
- Marketing Science to Business
- Engaging with potential transfer partners
- […]

7. Regional Development
How to engage with the region
- Driving open innovation in the region
- Creating regional networks and ecosystems
- Developing policy measures to foster regional growth and competitiveness
- Thinking global, acting local
- Keeping the talent in the region
- Working with regional governments and regional development agencies
- […]

8. Mobility & Employability
How to get students and staff into industry and vice versa
- Creating new curricula: A road towards Lifelong Learning
- Aligning education and training with industry needs
- Implementing dual study approaches
- Placing students at the centre of university-industry relationships
- Making use of employer branding to attract (exchange) staff
- […]