

CALL FOR PAPERS

THE ENTREPRENEURIAL UNIVERSITY AND THE ACADEMIC ENTERPRISE

Technology Transfer Society (T²S) Annual Conference
Hosted and Sponsored by The George Washington University with co-sponsor SRI

November 12 & 13, 2010

The Technology Transfer Society (T²S) will hold its 2010 annual conference at
The George Washington University in Washington, DC.

Keynote/Plenary Speakers (Confirmed):

- David Kappos, Under Secretary of Commerce for Intellectual Property and Director, U.S. Patent and Trademark Office, U.S. Department of Commerce
- Kei Koizumi, Associate Director for Federal R&D, Office of Science & Technology Policy, Executive Office of the President
- Dr. Zoltan J. Acs, University Professor and Director, Center for Entrepreneurship and Public Policy, George Mason University
- Dr. Christopher T. Hill, Professor of Public Policy and Technology, School of Public Policy, George Mason University

We invite you to submit a paper to present at the 2010 Annual Meeting of the Technology Transfer Society. The theme of the 2010 conference is **The Entrepreneurial University and the Academic Enterprise**. Conference presentations should focus on the potential commonalities and/or conflicts of interests among government, university, and industry participants in technology transfer. The sessions will emphasize also the assessment of technology transfer activities, especially how to examine the objectives and processes of technology transfer activities (beyond the immediate needs of the participants), including both formal and informal transfer mechanisms (Link, Siegel & Bozeman, 2007; Abreu et al, 2008). Special focus will be placed on papers which evaluate the aspects of academic-university research relationships beyond their immediate outputs (Georghiou & Roessner, 2000; Vonortas & Spivack, 2005, Carayannis and Provan, 2007), including intellectual property issues (Feller & Feldman, 2009), modes of commercialization (Kenney & Patton, 2009), and economic impact (Roberts & Easley, 2009). Thematic tracks are listed below. The list is indicative: papers in other areas of entrepreneurship and technology transfer are always welcome:

- **The Academic Enterprise in the Innovation Ecosystem**
 - Universities in regional economic development and cluster evolution
 - The university in the national innovation ecosystem
 - Regional and sectoral innovation networks: influence on entrepreneurial activity and success
 - Tangible and intangible knowledge exchanges

- **Antecedents and Impacts of the Entrepreneurial University**
 - Revisiting Bayh-Dole: impact on academic culture and industrial competitiveness
 - Comparing costs and benefits of university technology transfer
 - Measuring social impact and social benefits of technology transfer
 - New methods and analytical tools for technology transfer evaluation
- **University Technology Transfer in Practice**
 - University technology transfer offices
 - University spin-offs
 - Technology licensing
 - University – government collaboration
 - University – industry collaboration
 - Large firm/small firm dynamics in academic technology development and diffusion
 - Intellectual property management in start-up companies and in universities

Those who wish to present a paper should submit an abstract by **May 31, 2010**. Those who wish to organize and chair a session should submit a proposal also by **May 31, 2010**. Proposal templates will be available online at the Web site indicated below.

Proposals and abstracts should be submitted electronically to all three conference organizers:

- Professor Elias G. Carayannis: caraye@gwu.edu
- Professor Nicholas Vonortas: vonortas@gwu.edu
- Dr. Jeffrey Alexander: jeffrey.alexander@sri.com

In addition, please also email proposals and abstracts to:

- Professor Albert Link: alink@uncg.edu
- Professor Don Siegel: DSiegel@uamail.albany.edu
- Professor Phil Phan: pphan@jhu.edu

Additional information regarding the 2010 T²S annual conference, including proposal templates, hotel, and registration information, will be posted on the following Web site:
<http://business.gwu.edu/t2s/>

We look forward to many productive and interesting discussions in November.

Professor Elias G. Carayannis

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 Editor-in-Chief, Springer International Journal of the Knowledge Economy
 Editor-in-Chief, Springer Book Series on Technology, Innovation and Knowledge Management
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