



– Call for Abstracts –

**«Knowledge and technology transfer of universities of applied sciences:
New directions based on proven concepts»**

Olten, University of Applied Sciences and Arts Northwestern Switzerland, 03.11.2021

For many years, universities of applied sciences (UAS) have been an important pillar in Switzerland's, Germany's, or Austria's research and innovation systems. Knowledge and technology transfer (KTT) to the economy and society is part of their core mission. Today, universities of applied sciences fulfil this mission by, among other things, carrying out R&D projects together with companies and other organisations, providing contract research and services on behalf of third parties, supporting start-ups, participating in networks, clusters and other transfer organisations, "releasing" qualified graduates at Bachelor's and Master's level into the labour market, and much more.

Nevertheless, UAS performance in KTT is in some respects dwarfed by that of the universities: in 2019 only 3.6% of the Swiss academic patent applications and 4% of new licensing agreements came from UAS. Only 5 out of 63 academic spin-off companies (8%) were founded by UAS members in 2019 (cf. swiTT Report 2020). Only the transfer via research contracts appears to be roughly proportional to the UAS staff share of approximately 25% of the academic staff of higher education institutions in 2019 (according to the Federal Statistical Office). This is all the more remarkable given that research at UAS has to contend with a number of structural and financial disadvantages, as UAS representatives rightly complain (cf. Böckelmann, C., Nagel, E. "Immer gleichartiger, aber noch lange nicht gleichwertig". NZZ, 01.11.2019; Forneck, H. "Keine Hochschule zweiter Klasse". NZZ, 05.04.2018). The transfer effects of training students at Bachelor's and Master's level, of continuing education programmes and informal contacts between UAS academics and companies are more difficult to measure and are often neglected in KTT analyses - even though they are precisely the mechanisms that are important for UAS, through which they transfer new knowledge, competences and opportunities into the economy and society.

The event addresses these topics. It analyses the state of KTT at universities of applied sciences, presents transfer mechanisms, project examples and challenges, and provides impetus for its further development.

Topics

The scientific event will provide an opportunity for experts in KTT to engage in a discussion on UAS achievements and challenges in this topic area. Presentations are sought on the following topics, among others:

- Organization und governance of KTT at UAS
- KTT through education: challenges, successful project examples
- Cooperation with companies in education
- R&D with and for companies
- Cross-divisional framework agreements with companies and other organisations
- Start-ups and spin-offs at UAS
- Relationship between knowledge transfer and other domains of UAS
- KTT in the economic and social sciences
- UAS as bridge builders? Cooperation with universities in KTT
- Cooperation with new players in the research and innovation system (e.g. Switzerland Innovation, NTN Innovation Booster)
- UAS as preferred KTT partner of SMEs?
- Impact of UAS KTT
- Digitalization of UAS KTT

The publication of selected contributions in the event proceedings will be possible.

Call for Abstracts

- Max. 500 words, DE/EN/FR possible
- Required contents:
 - Authors (first and last names, title and position, organization, email)
 - Title of the talk
 - Topic area (problem, questions to be addressed)
 - Design & methods (e.g. conceptual talk, case study, survey, etc.)
 - Key results
 - Conclusions
- Email with the subject line «KTT@UAS: abstract submission» to ktt2021.business@fhnw.ch
- Deadline: 15.04.2021

Programme committee

Prof. Dr. Franz Barjak (lead), FHNW, School of Business

Prof. Dr. Lukas Baschung, Haute école de gestion Arc (HEG Arc)

Prof. Dr. Andreas Etemeyer, OST, Head Institute for Microtechnology and Photonics IMP

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