This is an invitation to participate in a symposium on “The Role of University Strategies for Interaction with Industry”, organised by the INTERACT project.

The aim of the symposium is to explore how we can better understand the role of university strategies in general and strategies for increased collaborations with the private sector in particular. Speakers and participants are invited to discuss the focus on collaboration, technology and knowledge transfer, and how strategies are developed at the university to respond to challenges and achieve strategic goals. Speakers will also provide an overview of state-of-the-art methodologies that can be used to study the role of the strategic management at the university for addressing the competitive conditions and opportunities for growth. Participants are invited to contribute with their insights and questions to inspire both discussions at the symposium and subsequent research in the project.

Sign up: Please register via ifro.ku.dk/interact-symp by 19 November 2018.

Questions about the symposium and the programme can be directed to me or, for practical questions, to Elsebeth Vidø, elsebeth@ifro.ku.dk, +45 3533 6891.

Kind regards,
Marcel Bogers
marcel@ifro.ku.dk, +45 3533 1065

About the symposium and INTERACT project
The symposium is organised 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 for more information about the project and involved researchers.