

Betreff: [WBC-RTI.info Newsletter] From Research to Market - what is needed in WBC?
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September 2015

WBC-RTI.info thematic Newsletter



Theme in Focus: "From Research to Market - what is needed in WBC?"

Traditional modes of funding in research and higher education sector are in the process of change across Europe, including the higher education institutions in Western Balkan region. Public resources are being reduced in many countries while becoming more demanding and competitive at the same time, thus funding efficiency and financial sustainability are high on the agenda of the national, regional but also EU policy-makers. The trend related to modernisation of universities in WBC is clearly away from purely educational institutions towards entrepreneurial universities. Still, some obstacles are to be considered.

The relevance of the topic was confirmed during the final conference of WBCInno project, held in Novi Sad on September 18, 2015. In words of **Prof. Dr. Goran Stojanovic**, conference organiser from the **University of Novi Sad**:

"The topic "Modernisation of universities" is important topic bearing in mind that in this era, universities should be not only educational and research institutions, but also institutions which should establish close links with business sector, providing new opportunities for employment of students. Universities especially in WB region should improve this so-called third mission and they should take the role also to create new working places through opening spin-offs or through cooperation with industrial sector. In situation when industrial sector in WBCs is not well developed, such as in the most developed countries in Europe and worldwide, university should educate students, should try to create job opportunities and to create new innovative values on the market. It seems that we expect from universities to be ALL IN ONE, but bearing in mind that the most educated persons are on our universities, it is realistic that universities can perform above mentioned complex roles and responsibilities."

The purpose of the conference was to provide an international forum for the exchange of useful information over the broad spectrum of fields covered by **entrepreneurship, knowledge/technology transfer, and university and business cooperation**, so Prof. Stojanovic.

"The above-mentioned topics have resulted in 35 papers being submitted and reviewed, with 93 authors from 8 countries. Accepted papers were presented through 23 oral presentations and 12 posters sessions."

Conference proceedings are now published and also online available. Please find the publication below.



Photo: University Novi Sad, WBCInno2015 final conference, Poster presentations

[WBCInno project](#), which focused on **modernisation of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation**, collected a number of data related to research and innovation potential at five universities from the region as well as related to existing business support structures. Furthermore, several analytic reports and strategic papers addressing necessary steps towards improved cooperation between university and industry were published. Many of those documents are also available in local languages; catalogues are also available in online version and are constantly updated. Please find below some of very useful publications and further related information to university - industry cooperation.

[Find more related articles](#)

Related articles

DOCUMENT | 25. SEP. 2015

CONFERENCE PROCEEDINGS: MODERNISATION OF UNIVERSITIES THROUGH STRENGTHENING OF KNOWLEDGE TRANSFER, RESEARCH AND INNOVATION

NEWS | 25. SEP. 2015

"BEST STUDENT IDEA COMPETITION WINNERS VISITED TECHNICAL UNIVERSITY OF GRAZ AND STARTUP SPRITZER EVENT

LINK | 25. SEP. 2015

BUSINESS SUPPORT OFFICES AT UNIVERSITY NOVI SAD, KRAGUJEVAC, ZENICA, BANJA LUKA AND MONTENEGRO

DOCUMENT | 25. SEP. 2015

CATALOGUES OF RESEARCH AND INNOVATION POTENTIAL AT 5 UNIVERSITIES FROM WBC

NEWS | 22. SEP. 2015

STP BELGRADE ANNOUNCED THE PUBLIC CALL FOR TECHNOLOGY DEVELOPMENT COMPANIES

DOCUMENT | 1. SEP. 2015

STRATEGIC DEVELOPMENT PLAN FOR BUSINESS INCUBATORS AND SCIENCE AND TECHNOLOGY PARKS IN WESTERN BALKAN REGION

DOCUMENT | 14. APR. 2014

METHODOLOGY FOR INNOVATION MANAGEMENT

DOCUMENT | 14. APR. 2014

WESTERN BALKANS REGIONAL UNIVERSITY INNOVATION PLATFORM

Some findings on business support structures in WBC



"Improving the links between universities and BIs and STPs necessary"

The valorisation of research results is considered an important topic for innovation and competitiveness; in Western Balkans, **the awareness on the commercialisation potential of scientific findings** needs to be further increased in the scientific community and a **closer cooperation between research institutions, business support structures and industry** is required.

As researchers are not always familiar with issues such as **Intellectual Property Rights (IPR), standardisation, technology-transfer matters, business plan writing and marketing**, support

mechanisms are important to guide them on their way to bringing products to market. Furthermore, the **education system in this region does not encourage entrepreneurial culture and creativity among pupils and students at satisfactory level**. Specific direct and indirect measures would help to foster also the entrepreneurial culture in WBC at earlier stages, improve the perspective of young generations and subsequently contribute to long-term knowledge-based economic growth in the region as suggested by SEE2020 (South East European 2020 Strategy).

One of the best ways to transform the research into innovations on the market, when ideas come from university staff, researchers and students is to incubate them in **Business Incubators (BI) or Science and Technology Parks (STP)**. The development of BIs and STPs is at the same time one of the most efficient instruments for boosting the local economic development. **In Western Balkan countries, there are a number of BI that are active and successful in providing the support to young innovative companies and a number of STPs in the establishing phase.** (...)

Photo: Science Technology Park Belgrade, which has announced **its first public call for admission of new members**. Please see the Call text [here](#).

[Read the full article here](#)

WBC-RTI.info website

WBC-RTI.info website will be regularly updated, in particular focusing one selected theme pro month. The upcoming topics are: **"Research funding and performance of WBC"** (end of October); **"RTDI capacity and capacity building in WBC"** (end of November); **"South East European Diaspora - success stories in research and innovation"** (end of December). If you would like **to contribute to one of these topic**, if you have published some interesting papers you would like to share with the community, or you have some other related news or documents - please contact us at office@wbc-rti.info.

More information on Research, Technology and Innovation in/for/with Western Balkan countries is available on our website:

[Information Service](#)

Overview

NEWS | 3534 Entries

SELECTED NEWS, EVENT ANNOUNCEMENTS AND REVIEWS; THEMATIC ARTICLES AND INTERVIEWS etc.

EVENTS | 164 Entries

SELECTED EVENTS OF RELEVANCE FOR STAKEHOLDER FROM THE WBC REGION

CALLS | 6 Entries

SELECTED NATIONAL AND EU CALLS FOR FUNDING OF PARTICULAR RELEVANCE FOR WB COUNTRIES

DOCUMENTS | 1228 Entries

COLLECTION OF RELEVANT POLICY DOCUMENTS AND STRATEGIES, ANALYTICAL REPORTS AND PRACTICAL GUIDES

PROJECTS | 216 Entries

LIST OF INTERESTING CLOSED AND RUNNING PROJECTS AND INITIATIVES

ORGANISATIONS | 1538 Entries

LIST OF RTI STAKEHOLDERS FROM THE REGION AND/OR CLOSE COOPERATING WITH THE REGION

RESEARCH INFRASTRUCTURES | 118 Entries

NUMBER OF (RIs9), IMPORTANT RESEARCH FACILITIES AND RESEARCH EQUIPMENT IN WBC

LINKS | 385 Entries

SELECTION OF USEFUL LINKS



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The [WBC-RTI.info](#) platform acts as a source of high quality targeted information on research, technology and innovation in/with/for the Western Balkan countries (WBCs). The Platform is funded by Austrian Federal Ministry of Science, Research and Economy (BMWFW) and implemented by Centre for Social Innovation (ZSI). It builds upon very successful WBC-INCO.NET platform (project funded under the 7th Framework Programme for Research and Technological Development; Contract Number: 212029) and closely cooperates with the Danube-INCO.NET platform (more information [here](#)).



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