

Opportunities & Challenges for Research Collaboration Between Academia & Industry

Panel Members

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- Introduction
- Presentations by Panel Members
 - Opportunities / Challenges / Examples
 - Clarifying Questions
- Discussion
 - Factors that Lead to Success?
 - Recover Value from Unsuccessful Collaboration?

Factors to Success

- Right Problem
- Right Partner
 - Interest in Working Towards Problem Definition
 - Flexibility to Adapt / Develop New Approach
- Right Person(s)
 - Understanding Technology Capabilities / Limits
 - Ability to Define the Problem
 - Position of Influence

Supporting Environment

- Industrial-Academic Consortia
- Leveraged Funding from Public Sources
 - NSF Grant Opportunities for Academic Liaison with Industry (GOALI)
 - Pennsylvania Infrastructure Technology Alliance (PITA)
- Vendor Involvement / Spin-Offs
 - Free the academic to focus on research issues
 - Free the industrial expert to focus on value creation
 - Maintain user-friendly and sustainable applications

Opportunities

- Alignment with Objectives
 - Corporate
 - Research
- Defined Roles / Managed Expectations
 - Problem Formulation / Results Critique / Guidance
 - Theoretical Foundations / Innovation
- Sustainability
 - Knowledge Integration for Improved Solutions
 - Involvement of Academia to Propose New Opportunities

Challenges

- **Restructuring / Reduction of Central R&D**
 - Loss of Network Contacts / Collaborators
 - Loss of Project Continuity / Momentum
- **Intellectual Property (IP) Issues**
 - Publications / Presentations for Academic Recognition
 - Patent / Proprietary Knowledge as Competitive Edge
 - University Contract Research Offices Desire IP
- **Sustainability Issues with Short-term Projects**
 - May Destabilize Long-term Development
 - Dispersion of Results (Random Walk \Leftrightarrow Big Picture)