



*In hoc signo vinces*

# ICTT 2013

2013 International Conference on Technology Transfer

under the framework of the TEMPUS project  
158881-RS-JPHES

## Conference Program

20<sup>th</sup> - 21<sup>st</sup> June 2013

University of Niš

Niš, Serbia





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- Conference tracks -

| <b>Track</b> | <b>Topic</b>   |
|--------------|--|
| <b>T1</b>    | Track 1: Research, Education and Innovation  |
| <b>T2</b>    | Track 2: University-Industry Cooperation   |
| <b>T3</b>    | Track 3: Quality Assurance in Education and Research                                 |
| <b>T4</b>    | Track 4: The Role of Technology Transfer Offices                                     |
| <b>T5</b>    | Track 5: Students in Technology Transfer and Research                                |
| <b>T6</b>    | Track 6: EU projects as a Chance for Development                                     |
| <b>T7</b>    | Track 7: Technology Transfer   |
| <b>RT</b>    | Round table: Presentation and discussion on National Platform for Knowledge Triangle |

|       | Wednesday, 19th June            | Thursday, 20th June  | Friday, 21st June  | Saturday, 22nd June  |
|-------|---------------------------------|--|--------------------|--|
| 9:00  |                                 |  |                    |  |
| 9:20  |                                 |  |                    |  |
| 9:30  |                                 | Registration (UNI, hall)   | T1.2 (UNI, room A) |  |
| 9:40  |                                 | Opening and Welcome notes (UNI, room A)  |                    |  |
| 10:00 |                                 |  | Coffee break       | KNOWTS management meeting Consortium members only (FEEN, room 104) |
| 10:20 |                                 | T1.1 (UNI, room A)   |                    |  |
| 10:40 |                                 |  | T3.1 (UNI, room A) |  |
| 11:00 |                                 | Coffee break   |                    |  |
| 11:20 |                                 |  | Lunch (UNI, hall)  |  |
| 11:40 |                                 | T2.1 (UNI, room A)   |                    |  |
| 12:00 |                                 |  | Lunch (UNI, hall)  |  |
| 12:20 |                                 |  |                    |  |
| 12:40 |                                 |  | T2.3 (UNI, room A) | CAQA meeting CAQA members only (FEEN, room 104)                    |
| 13:00 |                                 | Lunch (UNI, hall)  |                    |  |
| 13:20 |                                 |  | T6.1 (UNI, room B) |  |
| 13:40 |                                 |  |                    |  |
| 14:00 |                                 |  | Coffee break       |  |
| 14:20 |                                 | Round table: Presentation and discussion on National Platform for Knowledge Triangle (UNI, room A) |                    |  |
| 14:40 |                                 |  | T4.1 (UNI, room B) |  |
| 15:00 |                                 |  |                    |  |
| 15:20 |                                 |  | T5.1 (UNI, room A) |  |
| 15:40 |                                 | Coffee break   |                    |  |
| 16:00 |                                 |  | T7.1 (UNI, room B) |  |
| 16:20 |                                 | T2.2 (UNI, room A)   |                    |  |
| 16:40 |                                 | T1.3 (UNI, room B)   |                    |  |
| 17:00 |                                 |  |                    |  |
| 17:20 |                                 |  |                    |  |
| 17:40 |                                 |  |                    |  |
| 18:00 |                                 |  |                    |  |
| 18:20 |                                 |  |                    |  |
| 18:40 |                                 |  |                    |  |
| 19:00 |                                 |  |                    |  |
| 19:20 |                                 |  |                    |  |
| 19:40 |                                 |  |                    |  |
| 20:00 | Welcome cocktail, Hotel MyPlace | Conference Dinner, Nišljiska Mehana, music program by "Groš"                                       |                    |  |
|       |                                 |  |                    |  |

**Conference Venue:**  
UNI – University of Niš,  
*Univerzitetski trg 2*  
FEEN – Faculty of Electronic Engineering  
*Aleksandra Medvedeva 14*

- List of papers per track per session –

| <b>Opening and Welcome notes</b> |  |
|----------------------------------|--|
|                                  | Prof. Dragan Antić, Rector of the University of Niš<br>Prof. Ivica Radović, Deputy Minister for Research, Education and Technology Development |

| <b>Track 1: Research, Education and Innovation</b> |  |
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|--|---|
|  | <b>Session 1</b><br><b>Chairman: Milorad Tošić, Željko Đurović</b><br><b>Thursday 10:20-11:40</b><br><b>UNI, room A</b> |
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|--|--------------------------|
| 1. Reasoning, Innovation, and Technology. A Time-space Analysis                                    | Claudio Moraga           |
| 2. UK Academic Spin – Outs: Beyond Startup   | Julian Lowe, Timothy Dee |
| 3. "Orchestration of Complexity – Instruments for Economic Transition and the Dortmund Experience" | Norbert Jesse            |
| 4. A 'road map' for Serbian research to join the ERA   | Steve A. Quarrie         |

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|  | <b>Session 2</b><br><b>Chairman: Claudio Moraga, Norbert Jesse</b><br><b>Friday 09:00-10:40</b><br><b>UNI, room A</b> |
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|--|---|
| 1. Know How Transfer in Austria  | P. Kopacek  |
| 2. On the road: from theory to invention, from a lab to industry                   | Bane Vasić  |
| 3. Technology transfer in modern Russia: problems and prospects                    | Georgii Eletckikh   |
| 4. Challenges for European Higher Education in the Framework of Knowledge Transfer | Katerina Georgouli  |
| 5. Tailor – made education for entrepreneurs – can Serbia be like Silicon Valley?  | Miroslav Ferenčak, Jovan Muškinja, Mladen Radišić, Dušan Dobromirov |

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|  | <b>Session 3</b><br><b>Chairman: Teufik Tokić, Vladimir Ćirić</b><br><b>Thursday 16:00-17:40</b><br><b>UNI, room B</b> |
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|  |   |
|--|---|
| 1. Knowledge Triangle as an important ingredient of EU modernisation agenda and regional strategy for smart growth | Ladislav Novak, Veljko Malbaša                  |
| 2. Applying Marketing in Serbian Institutions of Higher Education  | Saša M. Marković, Živko Stjelja, Darja Zarkovic |
| 3. Technology transfer, generic skills and back up support   | Danica Pirsl, Galina Sazko, Tea Pirsl           |
| 4. Lifelong learning, technology transfer and research at Higher Schools of Professional Studies                   | Radislav Vulović, Goran Vujačić, Zoran Bundalo  |
| 5. Information and communication literacy - the need and necessity   | Milena Bogdanović                               |

## Track 2: University-Industry Cooperation

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| <b>Session 1</b><br><b>Chairman: Timothy Dee, Julian Lowe</b><br><b>Thursday 12:00-13:20</b><br><b>UNI, room A</b>  |  |
| 1. "Lampert's review on university–business cooperation: selected excerpts with relevance for Serbia"   | Ladislav Novak, Veljko Malbaša   |
| 2. Summary of recommendations leading to the knowledge triangle platform based on selected excerpts from Lampert's review and Smart Specialisation Platform | Veljko Malbaša, Ladislav Novak   |
| 3. New regional model of university-enterprise cooperation  | Vesna Mandić, Jelena Jevtović  |
| <b>Session 2</b><br><b>Chairman: Branko Kovačević, Ivan Milentijević</b><br><b>Thursday 16:00-17:20</b><br><b>UNI, room A</b>                               |  |
| 1. Serbian National Technology Platforms as an Effective Framework of Technology Transfer for Sustainable Industrialization of Serbia – Part 1              | Petar B. Petrović, Branko Kovačević, Vladimir R. Milačić                             |
| 2. Serbian National Technology Platforms as an Effective Framework of Technology Transfer for Sustainable Industrialization of Serbia – Part 2              | Petar B. Petrović, Branko Kovačević, Vladimir R. Milačić                             |
| 3. A Practical Approach for Research-Based Start-ups Formation: INESC-ID Case Study   | Aur'elia Constantino, Aleksandar Ilić, Svetislav Momčilović, Leonel Sousa            |
| 4. A Case study of Technology Push and Market Pull Strategies: Magnomics Start-up and Livedrive Spin-off  | Svetislav Momčilovic, Jose Germano, Aleksandar Ilić, Leonel Sousa                    |
| <b>Session 3</b><br><b>Chairman: Milorad Tošić, Timothy Dee</b><br><b>Friday 14:00-15:40</b><br><b>UNI, room A</b>  |  |
| 1. FUNDEC: A Successful Experience in Academic Engagement in Civil Engineering  | Jelena Milošević, Aleksandar Ilic, Ana Simoes, Rita Bento, Antonio Gago, Mario Lopes |
| 2. Role of the Universities in Technology Transfer in Serbia  | Dragan Milosavljević, Gordana Bogdanović, Marko Pantić                               |
| 3. Center of Excellence and Innovation Nis  | Svetislav Pantić   |
| 4. GADGET: A cooperative project methodology to developing university-industry linkages via the triple helix approach                                       | Michelle Grindle, Spike Tang   |
| 5. Standardization of internationalization and innovation support for Serbian companies   | Mladen Radišić, Jelena Borocki, Dušan Dobromirov, Vojin Šenk                         |

### Track 3: Quality Assurance in Education and Research

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| <b>Session 1</b><br><b>Chairman: Vera Dondur, Srđan Stanković</b><br><b>Friday 11:00-13:00</b><br><b>UNI, room A</b> |  |
| 1. Effects of quality assurance in Serbian higher education after the first round of accreditation                   | Vera Vujčić, Sofija Pekić Quarrie, Slavica Spasić  |
| 2. Accreditation of doctoral study programs in Serbia  | Endre Pap  |
| 3. Accelerating pedagogical reform   | Dušica Pavlović, Ivan Milentijević                 |
| 4. University of Alicante's International Project Experience in the Quality Assurance field                          | Ester Boldrini                                     |
| 5. Experiences and Results of TEMPUS Project "International Accreditation of Engineering Studies"                    | Miloš Nedeljković, Milan Matijević, Žarko Čojbašić |
| 6. DL@web Tempus Project   | Danijela Milošević, Milena Stanković               |

### Track 4: The Role of Technology Transfer Offices

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| <b>Session 1</b><br><b>Chairman: Dragan Milosavljević, Vladimir Ćirić</b><br><b>Friday 16:00-17:20</b><br><b>UNI, room B</b> |  |
| 1. Technology Transfer in an Academic Context: The Spanish TT Network (Red OTRI)   | Michelle Grindle, Iván Rodríguez   |
| 2. Serbian National Technology Brokers Network: Structure, Opportunities and Challenges                                      | Andjelika Bjelajac, Dragoljub Gajić, Dimitrije Stevanović, Ivan Brkić, Martin McGurk |
| 3. Technology Transfer In Higher Education: The Case Of University Of Belgrade   | Nedeljko Milosavljević, Ivanka Popović   |
| 4. "Software Architecture for Information Gathering in Technology Transfer Offices"  | Vladimir Ćirić, Ivan Milentijević, Darko Tasić, Nedeljko Milosavljević               |

### Track 5: Students in Technology Transfer and Research

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| <b>Session 1</b><br><b>Chairman: Steve Quarrie, Veljko Malbaša</b><br><b>Friday 16:00-18:00</b><br><b>UNI, room A</b>                   |  |
| 1. The possibilities of the vocational education in the process of technology transfer  | Dejan Blagojević, Aleksandra Boričić, Saša Marjanović  |
| 2. "Enhancing entrepreneurial self-efficacy among students as a technology transfer instrument"   | Viktorija Petrov, Đorđe, Ćelić, Vojin Šenk   |
| 3. Co-creation in product development - students in an innovation contest   | Anja Orcik, Zoran Anišić, Igor Fuerstner, Nikola Suzić, Nemanja Sremcev                      |
| 4. The Importance of the IEEEESTEC Students' Projects Conference  | Danijel Dankovic, Milos Marjanovic   |
| 5. iDEA Lab: Empowering university – industry collaboration through students' entrepreneurship and open innovation                      | Zeljko Tekić, Ivan Kovačević, Petar Vrgović, Anja Orcik, Vladimir Todorović, Miloš Jovanović |
| 6. Comparative analysis of students' internship in Serbia and EU – An approach for improvement of University and enterprise cooperation | Aleksandar Aleksica, Ivan Mačužića, Snežana Nestića, Marko Đapana, Miladin Stefanovića       |

### Track 6: EU projects as a Chance for Development

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| <b>Session 1</b><br><b>Chairman: Dragan Milosavljević, Katerina Georgouli</b><br><b>Friday 14:00-15:00</b><br><b>UNI, room B</b> |   |
| 1. EU projects – Opportunities and challenges for HEI  | Olivera Đuričić, Vladimir Todorović, Filip Kulić, Dragana Nikolić             |
| 2. Social Media Innovations for Realization of the iKnow Project   | Marjan Gušev, Saško Ristov, Ivan Chorbev                                      |
| 3. Technology Transfer in the European Union   | Michael Brickmanna, Christina Schweigerb, Wolfgang Schabereiter, Sonja Gögele |



### Track 7: Technology Transfer

#### Session 1

**Chairman: Milorad Tošić, Vladimir Ćirić**

**Friday 17:20-18:40**

**UNI, room B**

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| 1. Challenges of Cloud Computing in Technology Transfer   | Saško Ristov and Marjan Gušev  |
| 2. Problems of Knowledge Transfer in Organic Food Production  | Pejanović Radovan, Tomaš-Simin Mirela, Glavaš-Trbić Danić                      |
| 3. "Hand-held Interactive Globe Navigation System with Geographic HCI Technology to Improve Spatial Thinking" | Yin Ling   |
| 4. Improving knowledge transfer between science and industry across CAPINFOOD project                         | Nedović Viktor, Petrović Tanja, Mihajlović Mirja, Hegydi Adrienn, Sebők András |

### Round table: Presentation and discussion on National Platform for Knowledge Triangle

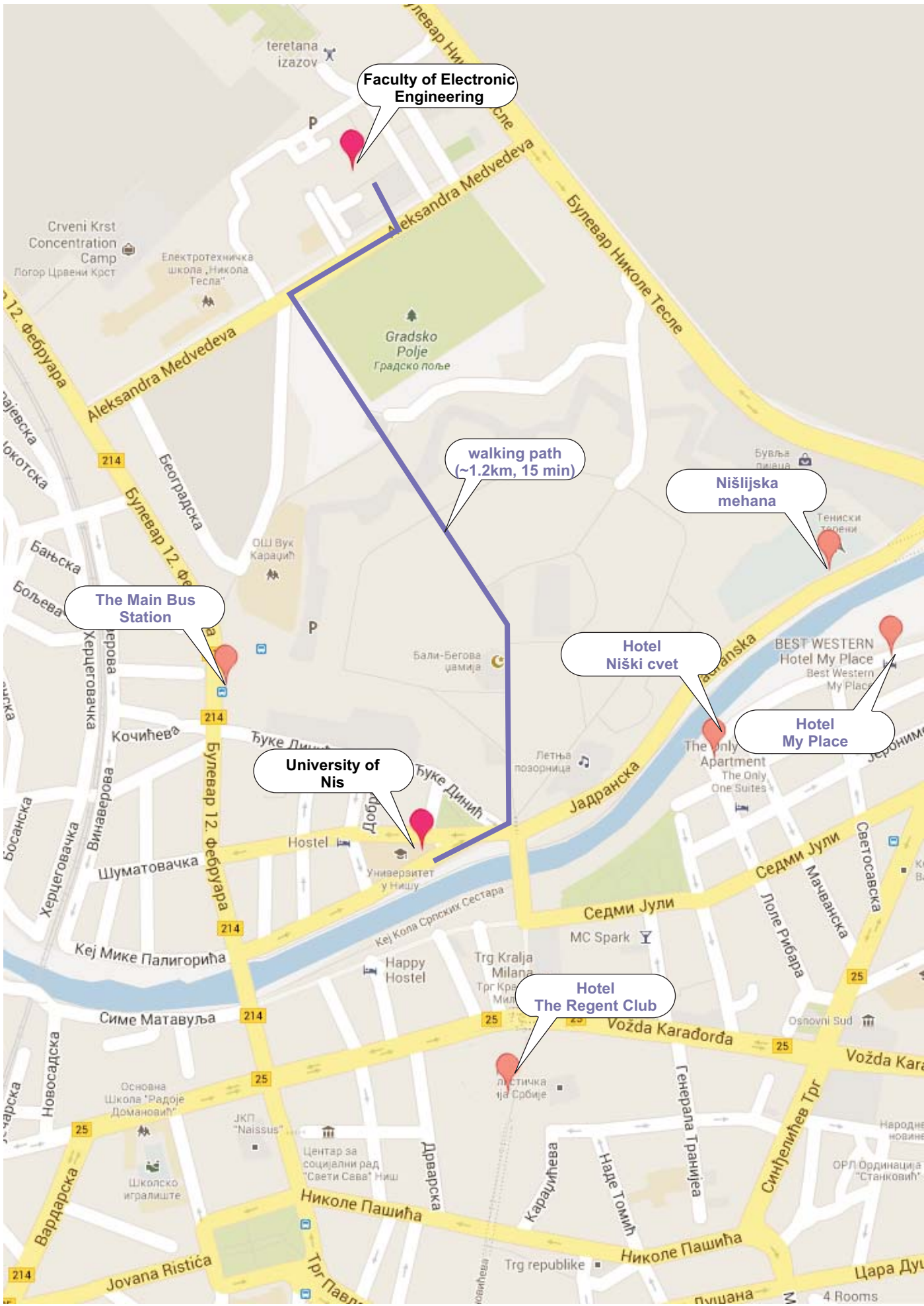
#### Moderators:

**Vera Dondur, Srđan Stanković, Claudio Moraga, Timothy Dee**

**Thursday 14:20-15:40**

**UNI, room A**





Faculty of Electronic Engineering

walking path (~1.2km, 15 min)

Nišlijska mehana

The Main Bus Station

Hotel Niški cvet

Hotel My Place

University of Nis

Hotel The Regent Club

