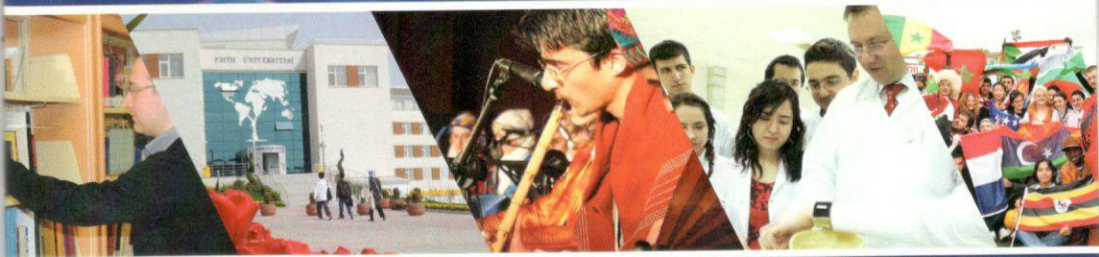


# ICTHE-2012

International Congress  
on Trends in Higher Education  
“Innovations and Entrepreneurship”

**MAY 04-05, 2012**  
Fatih University, Istanbul



FATİH  
UNIVERSITY



CONGRESS PROGRAM

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**MAY, 04, 2012**

09:00-10:30	Protocol speeches
10:30-10:45	Coffee Break
10:45-11:30	Prof. Dr. Mehmet DURMAN, Sakarya University Strengthening of innovation and entrepreneurship skills and competences of graduates through national qualifications frameworks
11:30-12:15	Dr. Pat Paterson, NASA Innovation and Engineering Education
12:15-13:45	Lunch
13:45-14:15	Prof. Dr. Hasan MANDAL, Sabancı University The Role of Universities in the Research-Technology Development-Innovation Processes of Industries
14:15-14:45	Prof. Dr. Muzaffer Elmas, Sakarya University Quality Management and Performance Evaluation in Higher Education
14:45-15:00	Coffee Break
15:00-15:30	Assoc. Prof. Dr. Süphan NASIR, İstanbul University A Framework for Entrepreneurial and Innovative Universities: Criteria to Measure an Entrepreneurial and Innovative Universities
15:30-16:00	Assoc. Prof. Dr. Ashhan NASIR, Bosphorus University Sustainable University Management
16:00-16:30	Prof. Dr. Mostafa HUSSEIN, Arab Academy for Science and Technology, Egypt Innovation in Higher Education
16:30-17:00	Anas BOUBAS, Techinnova Labs London Innovative Research: Personal Cases that Ended Being Adopted Nationwide
17:00-17:30	Prof. Dr. Alp ASLANDOĞAN, North American University Faculty Pedagogical Development for Student Satisfaction in Higher Education
19:00-20:30	Gala Dinner

**MAY, 05, 2012**

09:00-09:30	Prof. Dr. Durmuş GÜNAY, YÖK New Trends in Higher Education
09:30-10:00	Prof. Dr. Üstün ERGÜDER, Sabancı University Management and Financing of Higher Education
10:00-10:30	Prof. Dr. Hasan İbicioğlu, Isparta Süleyman Demirel University Entrepreneurial mentality and raising awareness of entrepreneurship among university students
10:30-10:45	Coffee Break
10:45-11:30	Prof. Yousry ELGAMAL, Egypt Japan University of Science and Technology (E-JUST) Alexandria-Egypt Diplomacy of Science and Technology to Support Innovation
11:30-12:15	Mark FOX, CEO, Slayasfox, USA How to be Innovative Leader in Education
12:15-12:45	Lunch
12:45-13:45	Prof. Dr. Waleed FARIS, International Islamic University, Malaysia The Role of Innovation in Strategic Planning and Quality management in Higher Education
13:45-14:15	Prof. Dr. Murat BARKAN, Yaşar University Future Scenarios for Turkish Higher Education in regard to the Demand Trends in National and International Student Mobility
14:15-14:30	Closing Remarks
15:00-19:00	Boat tour on the Bosphorus



## Innovation in Higher Education and University-Industry Collaborations

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### Abstract

Companies operating in the information and communication technology (ICT) market are currently facing a number of challenges. Among these are ever-growing competition, the increase of technological choices to be made, and deregulation which also strengthens the previous two. In order to maintain their profitability and competitiveness, companies are also looking at R&D for help. Some technology based firms are able to generate more than 50% of their revenue from products that are less than two years old. This potential is one of the reasons for the growing interest from both practitioners and scholars to find *Making university-industry collaboration work* 2 new methods and means to foster the innovation potential. The new methods and management suggestions that are named in this context are often labelled as methods of the fourth generation of R&D and technology management [1, 2]. One of these methods is collaboration. Teaming up will allow to gain competitive advantage in today's fast moving markets and complex technological environment [3]. Through collaborations, a company can improve its exploration and exploitation capabilities and consequently improve its innovative capacity [4]. Furthermore, collaborations with customers and suppliers contribute most

effectively to the exploitation of results [5, 6], while collaborations with universities rather address the explorative capabilities [7]. Therefore, University-Industry Collaborations (UIC) are especially appealing for companies, that aim to stay up-to-date concerning the latest technological developments.

Literature reflects a broad discussion on how to make UIC succeed [8-14]. This paper aims to advance this discussion by shedding light on a special form of UIC: The creation of a separate organization that joins industry and academia in one organisation and one physical site. Building this separate organization is believed to be an especially successful means in overcoming the barriers associated with UIC [15]. The most prominent examples of such organizations have been the Bell Labs or the Microsoft Laboratories in Cambridge (UK). This paper draws conclusions for practitioners and implications for further research from a case study on the Deutsche Telekom Laboratories in Berlin, Germany.