# Congress Program

## May, 04, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-10:30</td>
<td>Protocol speeches</td>
</tr>
<tr>
<td>10:30-10:45</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:45-11:30</td>
<td>Prof. Dr. Mehmet Durman, Sakarya University</td>
</tr>
<tr>
<td></td>
<td>Strengthening of innovation and entrepreneurship skills and competences of graduates through national qualifications frameworks</td>
</tr>
<tr>
<td>11:30-12:15</td>
<td>Dr. Pat Paterson, NASA</td>
</tr>
<tr>
<td></td>
<td>Innovation and Engineering Education</td>
</tr>
<tr>
<td>12:15-13:45</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:45-14:15</td>
<td>Prof. Dr. Hasan Mandal, Sabanci University</td>
</tr>
<tr>
<td></td>
<td>The Role of Universities in the Research/Technology Development-Innovation Processes of Industries</td>
</tr>
<tr>
<td>14:15-14:45</td>
<td>Prof. Dr. Muzaffer Elmas, Sakarya University</td>
</tr>
<tr>
<td></td>
<td>Quality Management and Performance Evaluation in Higher Education</td>
</tr>
<tr>
<td>14:45-15:00</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>Assoc. Prof. Dr. Suphan Nasy, Istanbul University</td>
</tr>
<tr>
<td></td>
<td>A Framework for Entrepreneurial and Innovative Universities: Criteria to Measure an Entrepreneurial and Innovative Universities</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>Assoc. Prof. Dr. Altan Nasir, Bosphorus University</td>
</tr>
<tr>
<td></td>
<td>Sustainable University Management</td>
</tr>
<tr>
<td>16:00-16:30</td>
<td>Prof. Dr. Mostafa Hussein, Arab Academy for Science and Technology, Egypt</td>
</tr>
<tr>
<td></td>
<td>Innovation in Higher Education</td>
</tr>
<tr>
<td>16:30-17:00</td>
<td>Anas BOUBAS, Technion Labs London</td>
</tr>
<tr>
<td></td>
<td>Innovative Research: Personal Cases that Ended Being Adopted Nationwide</td>
</tr>
<tr>
<td>17:00-17:30</td>
<td>Prof. Dr. Alp Aslandogan, North American University</td>
</tr>
<tr>
<td></td>
<td>Faculty Pedagogical Development for Student Satisfaction in Higher Education</td>
</tr>
<tr>
<td>19:00-20:30</td>
<td>Gala Dinner</td>
</tr>
</tbody>
</table>

## May, 05, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-09:30</td>
<td>Prof. Dr. Durmuş Gūnay, YOK</td>
</tr>
<tr>
<td></td>
<td>New Trends in Higher Education</td>
</tr>
<tr>
<td>09:30-10:00</td>
<td>Prof. Dr. Uğur Erguder, Sabancı University</td>
</tr>
<tr>
<td></td>
<td>Management and Financing of Higher Education</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Prof. Dr. Hasan Işıçoğlu, İsparta Suleyman Demirel University</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurial mentality and raising awareness of entrepreneurship among university students</td>
</tr>
<tr>
<td>10:30-10:45</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>10:45-11:30</td>
<td>Prof. Yosary Elgamal, Egypt Japan University of Science and Technology (E-JUST) Alexandria-Egypt</td>
</tr>
<tr>
<td></td>
<td>Diplomacy of Science and Technology to Support Innovation</td>
</tr>
<tr>
<td>11:30-12:15</td>
<td>Mark FOX, CEO, Slavasfox, USA</td>
</tr>
<tr>
<td></td>
<td>How to be Innovative Leader in Education</td>
</tr>
<tr>
<td>12:15-12:45</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:45-13:45</td>
<td>Prof. Dr. Waheed Faris, International Islamic University, Malaysia</td>
</tr>
<tr>
<td></td>
<td>The Role of Innovation in Strategic Planning and Qulality management in Higher Education</td>
</tr>
<tr>
<td>13:45-14:15</td>
<td>Prof. Dr. Murat Barkan, Yozgat University</td>
</tr>
<tr>
<td></td>
<td>Future Scenarios for Turkish Higher Education in regard to the Demand Trends in National and International Student Mobility</td>
</tr>
<tr>
<td>14:15-14:30</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>15:00-19:00</td>
<td>Boat tour on the Bosphorus</td>
</tr>
</tbody>
</table>
Innovation in Higher Education and University-Industry Collaborations

Moustafa H. Aly (mosaly@aust.edu)
College of Engineering, Arab Academy for Science & Technology & Maritime Transport,
Alexandria, Egypt.
Member of the Optical Society of America (OSA).

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 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. Training 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 organization 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.