Facilitating Academic-Industry Engagement

SigPrag Workshop Panel
University of Uppsala, Gotland Campus
Shirley Gregor
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Background

• At Australian National University (ANU)
• In Canberra, Australia’s national capital
  • the ‘bush’ capital
• One of Australia’s leading research universities
Personal

- Originally a software engineer/systems analyst/project manager/consultant
- Areas of interest: innovation with IT, knowledge systems, human-computer interaction, design research
- 2014-16 Associate Dean Research, College of Business and Economics
- 2017 Director of CBE Innovation Hub

Projects and Outcomes - ‘what to expect’ examples

1997-2003 E-commerce in the beef industry
- Australian Meat Research Corp, Aust. Research Council
- Farmers using e-commerce, improved supply chain management (at time of ‘mad cow’ disease)

2003-04 Demand Drivers for Broadband Takeup
- Dept. Communication, IT and the Arts
- Published government report

2004 Strategic Management of Technology
- National Office of Information Economy
- Published government report
2008-12 E-government in Bangladesh
- AusAID Public Sector Linkage Program
- Policy reports, textbook, training course

2018 Using Nudges in Digital Government
- SAP Institute for Digital Government
- Report & co-authored journal article (1000+ downloads)

2018 Human-machine Teaming
- Defence Science & Technology Group (Aust. Gov.)
- Internal Report

2017-19 Sydney Trains: Railway Suicide Prevention
- ARC Linkage research grant
- Situation analysis, ongoing

Other Outcomes
- Most projects led to academic articles
- Background to work on methods to make applied research projects academically respectable (i.e. design science approaches)
- Not IP and patents – different type of work

Also
- Some projects led to honours and awards for team
- Projects in AUD 100,000s not millions
How to do it?

A topic of academic research in itself and in relation to policy development:

Example references:

Key Components

University Characteristics

Researcher Characteristics

Transactions/processes

Industry Characteristics

Environment

Outcomes

Personal Reflections on Key Factors

**Environmental characteristics:**
- Government research policy:
  - Supplying incentives for academics
  - Co-funding projects

**University:**
- Technology Transfer Office
- Business development officer (liaison with industry)
- Incentives and rewards
- Standard operating procedures (e.g., with contracts)

**Researcher characteristics:**
- Personal outlook
- Working in teams with complementary skills

**Industry Characteristics:**
- Entrepreneurial/innovative outlook

**Transactions/processes:**
- Relationship building
- Informal beginnings: guest lectures, student internships/projects, workshops
- Formal: sponsored research, consulting, government funded projects
Outcomes:
• More university-industry engagement means more innovation
• Economic and societal effects