

Session Program

14-18 May 2017



26th International Association for Management of Technology Conference - IAMOT 2017

***Technology transfer, marketing and
commercialization***

Monday 15 May

10:30

Technology transfer, marketing and commercialization: Session 1

Session | **Location:** D | **Convener:** Dr Beatrix Wepner

10:30–10:52

Morphological analysis of technology commercialization: A literature review

Speaker

Ms Snehal Tawate

10:52–11:14

TECHNOLOGY EXTENSION FOR ELECTRIFICATION IN RURAL AREAS

Speaker

Dr Marta Lucia Tostes Vieira

11:14–11:36

International technology transfer in national cultural context

Speaker

Jung-Ah Hwang

11:36–11:58

Technology Commercialization in Biotechnology Sector: An Indian Case Study

Speakers

Dr Karuna Jain, Ms Snehal Tawate

12:00

13:30

Technology transfer, marketing and commercialization: Session 2

Session | **Location:** D | **Convener:** Dr Edgar Schiebel

13:30–13:52

INTEGRATED TECHNOLOGY TRANSFER CONCEPT FOR FOSTERING INNOVATION IN SMEs

Speaker

Mr Christian Fechtelpeter

13:52–14:14

FRAMEWORK FOR A MULTIDIMENSIONAL THREE-PHASE NETWORK DATA ENVELOPMENT ANALYSIS OF TECHNOLOGY-TRANSFER OFFICES

Speaker

Prof. David Resende

14:14–14:36

Technology Transfer Octagon- a qualitative tool to analyze TTO's performance

Speaker

Prof. David Resende

14:36–14:58

Technology Transfer and Public-Private Partnerships for Technological Development

Speakers

Dr Andréa Paula Segatto, Dr Fernanda Salvador Alves

15:00

Tuesday 16 May

13:30

Technology transfer, marketing and commercialization: Session 1

Session | Location: C | Convener: Dr Gita Surie

13:30-13:52

Technology transfer in sub-Saharan Africa Facilitating private to public transfer of e-Technologies

Speaker

Mr Rian Rian

13:52-14:14

An Empirical Analysis of Technology Industrialization Propensity based on Chinese Patent Data

Speaker

Dr XIN LIU

14:14-14:36

A System Dynamics model for Adoption of Multi-Use Health Technology in Healthcare Facilities

Speaker

Mr Riaan van der Watt

14:36-14:58

Europe's first certified training on Knowledge & Technology Transfer

Speaker

Nicole Wohltran

15:00