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Commercialization of university research: appraisal and impact assessment

Evita Milana, Technical University of Denmark

WHY?

Successful commercialization of research has been an important source for wealth creation (Etzkowitz, 1998; Shane, 2004; Braunerhjelm et al. 2010; Mueller 2006), creation of new jobs (Audretsch and Lehmann 2005; Link and Welsh, 2013; Veugelers and Del Rey, 2014), and additional income of resources for funding further research (Guldbrandsen and Smeby, 2005; Bozeman and Gaughan, 2007; Link et al., 2007).

BUT...

Despite increasing patenting and licensing activities at universities, commercialization performance is still very weak, especially, in Europe. Within open innovation paradigm firms chose other sources rather than universities for their external patent in-licensing.

Additionally, previous literature doesn't explain how firms use in-licensed university patents for their strategic goals.

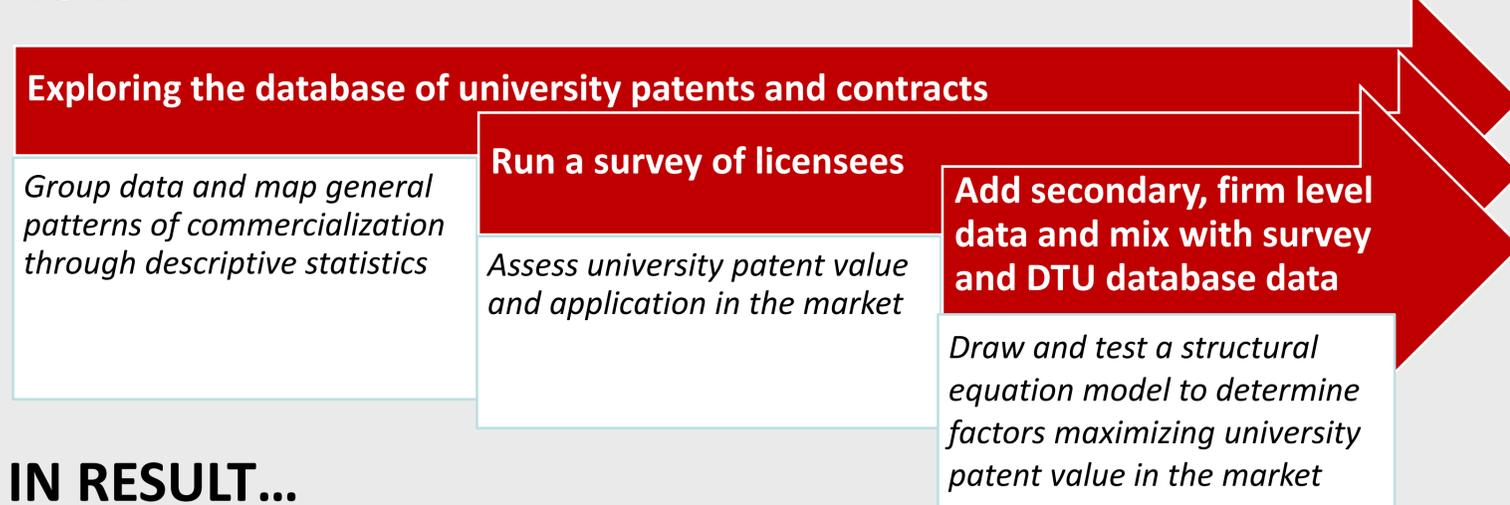
THEREFORE...

The overall aim of this PhD research project is to explore what value is created by university patents and what determinants maximize this value by centralizing the topics of technology transfer, value creation and entrepreneurial ecosystem.

WE ASK..

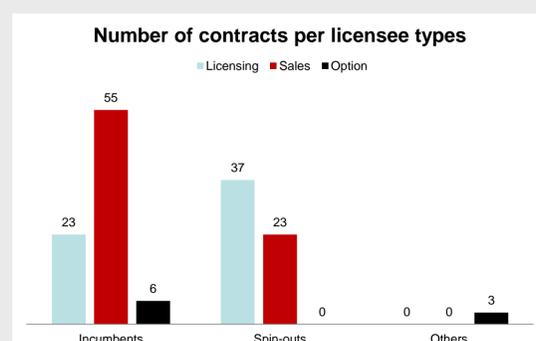
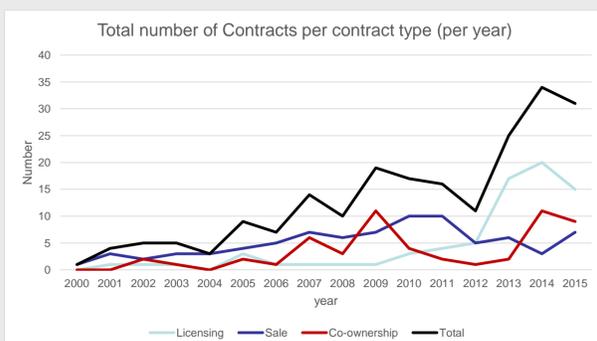
- ❖ What is the value of university patents for firms within the realm of open innovation?
- ❖ What motivates firms to in-license from universities?
- ❖ What factors maximize the value created by university patents?

HOW?



IN RESULT...

There is a stable increase in university's commercialization activities from 2000-2015



Most of university's patents are sold and not licensed; main licensees are incumbents of which half are large or very large firms while spinouts are micro or small firms. Two industries dominate: manufacturing and scientific activities. We find strong pattern of geographic localization around greater area of Copenhagen.

FURTHER...

We aim to develop a study based on licensee firm survey and to examine what value university patents have given to these firms and to the market and how this value can be maximized

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11 November 2017



Technology and
Innovation
Management