

**4th International Conference on Science Marketing
Pretoria, South Africa**

Provisional Programme

18 October 2005

08:00 - 09:00	Registration	
09:00 - 09:10	Welcoming	Joe Amadi-Echendu University of Pretoria, South Africa
09:10 - 09:30	Opening	Thomas Baaken University of Applied Sciences Muenster, Germany
09:30 - 10:15	Applying Marketing Strategies to Research – a new way of getting Research to successful Commercialisation	Thomas Baaken University of Applied Sciences Muenster, Germany
10:15 – 10:45	Tea	
	Session 1 Chairperson: Dr Peter van der Sijde	
10:45 - 11:15	Malopolska Science and Business Units - I Quest for the Missing Link	Janusz Teczke ¹ , Marian Gorynia ² & Remigiusz Gawlik ¹ 1. Cracow University of Economics, Poland 2. Poznań University of Economics, Poland
11:15 - 12:00	Building a Research Strategy for the Competitiveness of SME's through Business Clusters: a model for Developing Countries	Carlos Ross & Antonio Pita Tecnológico de Monterrey, Switzerland
12:00 - 12:30	The changed role of higher education institutions, why some change and other don't!	André Hattingh Tshwane University of Technology, South Africa
12:30 - 13:00	Mechanisms of knowledge transfer between universities and industry in a technology colony	Anthea van Zyl & Joe Amadi-Echendu University of Pretoria, South Africa
13:00 - 14:00	Lunch	
	Session 2 Chairperson: Prof Dr Thomas Baaken	
14:00 - 14:45	International Research Customer Satisfaction Surveys (Germany and Australia) and Research Provider Surveys (Europe)	Volker Hölscher ¹ , Thomas Baaken ¹ , Friederike von Hagen ¹ , Carolin Plewa ² 1. Science Marketing Research Centre NRW, University of Applied Sciences Muenster, Muenster, Germany 2. School of Commerce, University of Adelaide, Australia
14:45 - 15:30	Research Marketing and Technology Commercialisation – Some Empirical Data from South Africa	Joe Amadi-Echendu University of Pretoria, South Africa
15:30 - 15:45	Tea	
15:45 - 17:00	Facilitated discussion about the surveys	
17:00 -	Cocktail	

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	Session 3 Chairperson: Prof Joe Amadi-Echendu	
09:00 - 09:45	Knowledge Circulation: Steering between Scylla and Charibdis	Peter van der Sijde University of Twente, The Netherlands
09:45 - 10:15	The commercialisation of innovation in small and medium sized private enterprises	<u>Anthon P Botha</u> ¹ , <u>Neville R Comins</u> ² and <u>Martin Yuill</u> ² 1. TechnoScene (Pty) Ltd, South Africa 2. The Innovation Hub, South Africa
10:15 - 10:45	The marketing of innovation in construction engineering in Japan and Australia - a comparative analysis	Campbell Fraser Griffith University, Australia
10:45 - 11:15	Tea	
	Session 4 Chairperson: Prof Antonio Pita	
11:15 - 11:45	Science, technology, innovation and market: a feasible model for Brazilian army materiel modernization	Mauro Guedes Ferreira Mosqueira Gomes Brazilian Army, Brazil
11:45 - 12:15	High Technology for Marketing: New Applications & Integrated Circuits	<u>Gonca Telli Yamamoto</u> ¹ and <u>Ali Telli</u> ² 1. Okan University, Turkey 2. The Scientific and Technical Research Council of Turkey, TUBITAK, Turkey
12:15 - 12:45	R&D commercialization: Market oriented approach for a Malaysian biotechnology product	<u>Abu Bakar Sade</u> ¹ , <u>A R Raha</u> ² and <u>B C Yiap</u> ² 1. College of Graduate Studies, Universiti Tenaga Nasional, Malaysia 2. Faculty of Biotechnology and Biomolecular Sciences, Universiti Putra Malaysia, Malaysia
13:00 - 14:00	Lunch	
	Session 5 Chairperson: Dr Anthon Botha	
14:00 - 14:45		
14:45 - 15:30	Fluorochemical Expansion in South Africa	Theo Scholtz NECSA, South Africa
15:30 - 15:45	Break	
15:45 - 17:00	Facilitated panel discussion about Science Marketing	