

**Science Marketing.  
University-Business  
Cooperation.  
Innovation &  
Entrepreneurship.**



**Science-to-Business Marketing  
Research Centre**

[www.science-marketing.com](http://www.science-marketing.com)

Fachhochschule  
Münster University of  
Applied Sciences



**Science Marketing**

Science-to-Business Marketing Research Centre

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# about the centre

who we are

## A brief history

Münster University of Applied Sciences is known for its partnering approach and its strategic integration of university-business cooperation. The institution has a long history in successfully acquiring great amounts of third-party funding through its successful usage of marketing strategies, concepts, models and measures. The concept of marketing was first applied to the university's research and technology transfer activities by Thomas Baaken, during that time the Vice Rector of Research and Technology Transfer. Based on the exceptional performance in acquiring money for projects and research results from business and non-governmental organisations, the Ministry of Science of the Federal State of North Rhine-Westphalia funded the Science-to-Business Marketing Research Centre for 3 years, aiming at gaining more and structured knowledge on how research projects between higher education institutions (HEIs) and business works best and to share this knowledge with other HEIs and research institutions in order to increase their third-party funding from projects with business.

## The research centre

The Science-to-Business Marketing Research Centre is world recognised for its approach to Science-to-Business Marketing. Since its foundation in 2002 the centre researches and develops new knowledge, models and tools in the wider field of (academic) entrepreneurship, university-business cooperation, innovation and technology transfer. The research centre is highly experienced in project-delivery for all stakeholders of the research and innovation ecosystem: governments, HEIs, business and UBC intermediaries, such as TTOs, incubators and science parks.

The basis of the Science-to-Business Marketing approach is the belief that market mechanisms also work on research markets. All successful companies work with marketing strategies, so why should research institutions not do the same? A basic principle of the success of companies is that they are aware of their customer's demand, and they adjust their research, development and production to their customers' needs. Through a consistent focus on the customer, research institutions can increase their third party funding enormously. The Science-to-Business Marketing Research Centre aims at the successful marketing of the research competencies, capacities and results of these research institutions.

*„The objective of the Science-to-Business Marketing Research Centre is to develop, test and provide new tools, models, instruments and proceedings that help HEIs to market their research more effectively.“*

## Today

Since the foundation of the centre in 2002, it has further developed the approach of Science-to-Business Marketing, whilst also making unique contributions to related fields, such as university-business cooperation, entrepreneurial universities and innovation in higher education. Through large scale national and international research projects, workshops and its own international conference series on Science-to-Business Marketing, the research centre has become and is recognised as a key stakeholder in shaping today's knowledge landscape.

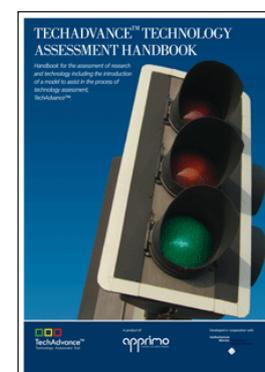
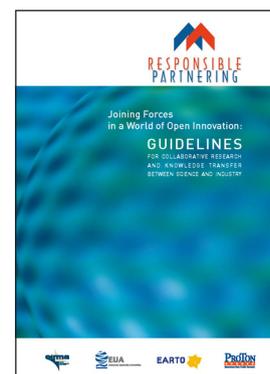
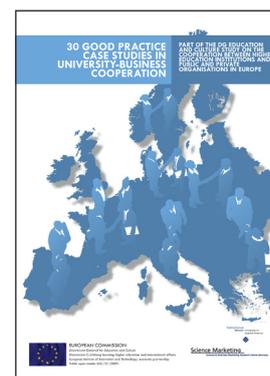


# highlights

what we are known for

The Science-to-Business Marketing Research Centre is world recognised for the partnership approach to UBC and extensive research on the topic.

- **Executors of the largest study into cooperation between Higher Education Institutions and Public and Private Organisations in Europe** yet completed (over 6,200 responses) published as The State of European University-Business Cooperation Report and delivered for the DG Education and Culture in the European Commission
- **Executors of 30 good-practise European University-Business Cooperation (UBC) case studies** delivered for the DG Education and Culture in the European Commission
- **Co-developers of the ‘Responsible Partnering Handbook’** supported by the European Organisations including EUA, ProTon Europe, EARTO, EIRMA
- **Leading centre for the development of approaches to university/industry partnerships**, including the strategic partnership stairway, as used by Coventry University (UK Entrepreneurial University of the Year 2011)
- **Developer and publisher of the TechAdvance™ Technology Evaluation Handbook** which provides a method for the evaluation of technologies
- **Incubators of the University Industry Innovation Network (UIIN)**, one of Europe’s leading networks for University-Industry Innovation
- **Owners of the of the International Science-to-Business Marketing conference series** (14 conferences on all 5 continents),
- **Developers of over 75 tools and instruments** used in supporting the process of science-to-business marketing. See ‘Other notable Activities’ for further information,
- **Implementation of more than 80 student projects** with companies such as DHL, Schmitz Cargo Bull and BASF.



# thematic focus

## what we actually do

### Content

The Science-to-Business Marketing Research Centre combines three main topics, namely:

- Marketing
- Innovation
- Entrepreneurship

More precisely, our focus topics include but are not limited to:

- Science-to-Business Marketing
- University-Business Cooperation
- Innovation in and through university-industry interaction
- Entrepreneurial thinking and acting in universities (Entrepreneurial Universities)
- Business development in research organisations
- Innovation Management
- Knowledge and Technology Transfer

### Industry sector experiences

We apply our knowledge in many different industry sectors, with some of the core sectors being:

- Engineering (e.g. electrical, electronic, machinery, plant, automation, automotive and transport engineering)
- Information Technology & Communication (incl. software & media)
- Chemical and bio industry (incl. paint and varnish)
- Packaging
- Supplier industry
- Business Process Management
- Construction industry (building materials, prefabs, roofs, windows ...)
- Logistics

### Methodological expertise

Strongly believing in market-oriented approaches towards any form of organisational / project management, we use (market) research to inform the later stages in the development process (market diagnostics).

The S2B Research Centre combines competences on various research methods and perform research in most languages of the world:

- Qualitative research (incl. interviews, focus groups)
- Quantitative research (incl. online and paper-based surveys)
- Mixed methods approaches

Our main analysis methods include:

- Descriptive analyses (incl. frequencies)
- Multi-variate analyses (incl. regression, cluster and factor analyses)
- Structural equation modelling
- Scoring models
- Scenario analyses (incl. Monte Carlo Simulation)
- Qualitative content analyses (using e.g. NVivo, ATLAS)

Some of the general methods we use include:

- Customer satisfaction analyses
- Market potential analyses
- Image analyses (e.g. company or product brands, employer branding)
- Marketing strategy development
- Impact / value-creation measurement
- Outcome-driven innovation
- Evaluation and identification of key performance indicators (KPIs)
- Predictive analyses
- Research on uncertain environments / markets (e.g. disruptive change)



# project examples

some of our recent work

Year	Title & funding body	Description
1/2012-12/2014	"d-PoLiTaTE" Leadership Development Program on Technology Transfer" <i>European Commission</i>	According to the needs of South American Universities in Technology Transfer and University-Business Cooperation the 2 German Universities are developing further education seminars, workshops and modules to educate TTO officers and Liaison officers. The project is being undertaken in cooperation with eight universities in Germany, Spain, Mexico, Colombia, Peru, Bolivia, Argentina.
1/2012-12/2014	Science-to-Business - Change Management to Enhance Knowledge Transfer and Partnerships between the Higher Education Institutions and their economic context <i>DAAD &amp; German Rectors Conference</i>	DIES Program - Dialog in Curriculum development for 3 different modules (Science-Marketing and Research Commercialisation, Structures and Processes in UBC, Legal Frameworks in IP Management and Policies). In cooperation with 8 universities in Mexico and Costa Rica, 20 participants from partner Universities. PAP Personal Application Project supervised via online platform by mentors from Münster University of Applied Sciences.
1/2012-6/2013	European University Enterprise Network <i>European Commission</i>	The European University Enterprise Network has established partnerships between entrepreneurial universities and multinational businesses aimed at making a substantial impact on long term competitiveness in both sectors. The project directly addresses needs in the education and business marketplace.
4/2011-4/2013	Hanse Business Reloaded <i>Public Private Partnerships</i>	The Hanse network is a traditional trade and retail platform founded in the medieval. The modern Hanse is up to revive the business core of the network. Hanse cities from Germany, France, Netherlands, Finland, Russia, Estonia, Sweden, England, launched a project on new business models and cooperation strategies including science and technologies to renew the network.
1/2011-12/2013	Hybrid Value Creation via Partnering in University-Industry Cooperation <i>NRW &amp; European Commission</i>	Combining and integrating products and services by companies and universities will create Hybrid Value Solutions. Cross sectoral workshops combining SMEs, large companies and Universities to create innovation. Evaluation, validation and impact measuring being part of the project.
2/2010-8/2011	Study on the cooperation between Higher Education Institutions and public and private organisations in Europe <i>European Commission</i>	The study provides a benchmark for European UBC, also to outline potential reasons, influencing factors, drivers and barriers to UBC as well as offering recommendations for the future. 22 languages, 6,280 survey-responses from academics and HEI representatives, 30 good practice UBC case studies. 4 partner Universities in UK, Poland, Spain, Netherlands

# awards

recognition of our work



## Austauschprozesse award

In 2007, Münster University of Applied Sciences (MUAS) was awarded as one of the Top 5 Universities in Germany applying the best strategies of university-business knowledge exchange and technology transfer by the German Federal Ministry of Education and Research and the business community's innovation agency for the German science system. MUAS were recognised for generating the highest amount of 'third-party' funding (industry contribution) from all universities of applied sciences in Germany. Professor Baaken in his previous role of Vice Rector and the work of the S2BMRC were integral to the university achieving this success.



## Recognition as good practice

The Science-to-Business Marketing Research Centre's and Münster University of Applied Sciences' partnering approach is frequently used as case of good practice, for example by:

- European Commission (DG Education & Culture): Report on 30 good practice case studies in university-business cooperation
- European University Association (EUA): EUIMA Project
- ProTon Europe
- UIIN Good Practice Series
- Gabriele Gorzka: „Knowledge Transfer - The New Core Responsibility of Higher Education Institutions: Practice and Perspectives in Russia and Germany“ (2012)



## Examples of further (scientific) recognition

- Best PhD Performance Award received by Sue Rossano for her presentation at the PhD workshop at the 2014 University-Industry Interaction Conference, 23 April 2014, Barcelona, Spain.
- TAKE IT UP Best Pitching Award received by Thorsten Kliewe for his presentation on TechAdvance™, a technology assessment and development tool developed at the Science-to-Business Marketing Research Centre and commercialised by its spin-off apprimo, TII Innovation Tool Fair, 19 November, 2010, Brussels, Belgium.
- Best Paper Runner Up received by Thorsten Kliewe for his paper at the 6th Annual Sprott Doctoral Symposium, 16-17 April 2009, Ottawa, Canada.
- Best Paper Award – „Consumer Behaviour B Conceptual Models and Theory“ received by Carolin Plewa for her paper „Emotions and Sponsorship Marketing. Toward a Better Understanding of Sponsorship Persuasion Process“ (together with Charles Bal and Pascale Quester)



# conferences & events

## how we facilitate networking and knowledge sharing

Recognising a need for the dissemination and stimulation of Science-to-Business Marketing and its related fields, the Science-to-Business Marketing Research Centre launched its own conference series in 2003. Since then 14 conferences took place, covering 12 countries on all 5 continents.

- Zurich, Switzerland (2014)
- Barcelona, Spain (2014)
- Amsterdam, The Netherlands (2013)
- Münster, Germany (2012)
- St. Petersburg, Russia (2011)
- Pachuca, Mexico (2010)
- Münster, Germany (2008)
- Aix en Provence, France (2008)
- Beijing, China (2007)
- Tokio, Japan (2005)
- Pretoria, South Africa (2005)
- Brüssel, Belgien (2004)
- Münster, Germany (2004)
- Adelaide, Australia (2003)

Besides hosting its own conference series and contributing presentations and workshops to events, the Science-to-Business Marketing Research Centre also hosts tracks and special sessions on conferences worldwide.

Yet another dissemination activity of the centre includes the implementation of workshops and education programs in the wider field of marketing, innovation and entrepreneurship.



# talking numbers

quantifying the Science-to-Business Marketing Research Centre

56

countries we have worked in

300+

presentations given  
in more than 30 countries

75+

Science-to-Business Marketing  
tools and methods developed

1981

participants in the Science-to-Business  
Marketing conference series

14

nationalities in the team  
(past and present)

80+

projects conducted with and for  
business organisations

120+

articles published by  
members of the centre

11

PhD students  
supervised

# doctoral education

## recently completed PhD projects

The Science-to-Business Marketing Research Centre has a long tradition and track record of supporting researchers in their further development. One main element of this is the completion of a doctorate degree.

Since 2005, PhD projects have been completed in partnership with:

- Vrije Universiteit Amsterdam, The Netherlands
- University of Münster, Germany
- Coventry University, UK
- IHI Zittau (today part of TU Dresden), Germany
- The University of Adelaide, Australia

Recently completed projects include (pictures from top to bottom):

### **Dr. Kerstin Kurzhals**

*„Resource Recombination in Firms From A Dynamic Capability Perspective“*

2015, Coventry University, UK

### **Dr. Todd Davey**

*Entrepreneurship at Universities: Exploring the factors influencing the development of entrepreneurship at universities*

2015, Vrije Universiteit Amsterdam, The Netherlands

### **Dr. Nisha Korff**

*University-Industry Linkages: Benefitting from Experience*

2014, Vrije Universiteit Amsterdam, The Netherlands

### **Dr. Christian Junker**

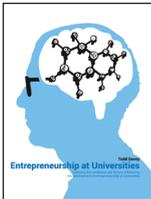
*Consistency as a selection criterion for successful cooperation – empirical evidence and methodology of a „Consistency Map“*

2014, University of Münster, Germany



# publications

some examples of our work



**Entrepreneurship at Universities:  
Exploring the factors influencing  
the development of entrepreneur-  
ship at universities**  
Todd Davey

ISBN: 978-94-91901-13-3



**The relationship between  
universities and the regional  
economy in an international  
context**

Rosalba Badillo Vega, Lydia  
Raesfeld, Juan Villalvazo Naranjo,  
Thomas Baaken (Eds.)

UAEH, 2011

ISBN: 978-607-482



**Managing disruption and  
destabilisation**

Thomas Baaken, Janusz Teczke (Eds.)

ISBN: 978-94-91901-13-3



**Marketing for innovation – how  
innovative companies fulfill the  
needs of their customers**

Thomas Baaken, Uwe Höft,  
Tobias Kesting (Eds.)

Harland Media, 2010

ISBN-13: 978-3938363423

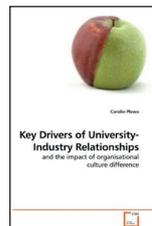


**Modern concepts of  
organisational marketing**

Thorsten Kliewe, Tobias Kesting (Eds.)

Springer Gabler, 2014

ISBN-13: 978-3-658046798



**Key drivers of university-industry  
relationships: and the impact of  
organisational culture difference**

Carolin Plewa

VDM Verlag Dr. Müller, 2010

ISBN-13: 978-3-639227154



**Knowledge and technology  
transfer through Higher  
Education Institutions from a  
market-oriented perspective**

Tobias Kesting

Springer Gabler, 2013

ISBN-13: 978-3-658-00718-8



**Business-to-Business  
Communication / new  
developments in  
B-to-B-Marketing**

Thomas Baaken, Tobias Kesting,  
Thorsten Kliewe, Ronald Pörner (Eds.)

Erich Schmidt Verlag, 2012

ISBN-13: 978-3503141395

# references

who we work(ed) with and for



UNIVERSITY OF TWENTE.



# testimonials

what people say about us

*I like to express my sincere compliment for a successful event at such a high level. Many new impressions and knowledge are the result, next to the „networkers syndrome“ that you get to know great people.*

Dipl.-Ing. Christian Bruch

Manager Networking & Innovation, SGL CARBON GmbH, Germany

*Congratulations! I think I will not exaggerate saying that it was a great event. I've learned much.*

Professor Andrzej H Jasinski

Professor at School of Management, University of Warsaw, Poland

*It was a great pleasure attending the S2B conference and your workshop that gave us a lots of insights and inspiration that we will introduce in our university. Hopefully, we will have some chance to meet again and exchange our experiences.*

Dr. Tibor Dory

Associate Professor at Széchenyi István University &  
Director of the Knowledge Management Centre, Hungary

