

Call for Chapter Proposal

Proposal Submission Deadline: June 15th, 2019

If you submit a suitable paper or short abstract to the 23rd Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (<https://www.fgf-ev.de/en/g-forum-2019-conference-vienna-austria-2/>) and want to be considered for publication in this edited volume, please mail the following keywords in the submission e-mail (submission-gforum2019@fgf-ev.de):

New Perspectives in Technology Transfer

An edited volume to be published with Springer as part of the FGF Studies
in Small Business and Entrepreneurship
Edited by Dana Mietzner and Christian Schultz

1. Introduction

Technology and its commercialization through improved or new products are key drivers of economic development and societal wealth (Solow, 1957). While this finding dates back to the late 1950s, there are more recent developments regarding the discussion on the development of technology. As it is established in the vast literature on the open innovation paradigm since the last decade (Chesbrough, 2006; von Hippel, 2005; Enkel et al. 2009; Appleyard and Chesbrough, 2017; Baldwin and Von Hippel, 2011) exclusiveness in technology development excellence is diminishing. In an open innovation environment organizational barriers are permeable, which means that innovation can happen inside or outside large businesses, SMEs, universities or research facilities all over the world.

Against this background, technology transfer as the movement of technology from different organizational contexts into new institutions (Roessner, 2000) becomes a critical activity for competitiveness on the micro, meso and macro level.

But as Teece (1977) in his early seminal paper points out, the transfer and absorption costs of new technology is oftentimes higher than expected or transfer is even outright impossible because a lot of the necessary information is not codified outside the personnel.

While it is a rather established notion in academic circles that government, academia and industry (Etzkowitz and Leydesdorff, 2000) need to work together in the so called triple helix model to reach the full economic technology transfer potential, the implementation of technology transfer as the university's third mission, besides education and research, lacks momentum. More recently the triple helix has been supplemented with "societal based innovation user stakeholders" as a fourth element to become the quadruple helix model and to serve as a research framework (Miller et al. 2018).

2. Objective and target audience of the edited volume

This edited volume aims at publishing research results that are relevant to scientists, practitioners, and policymakers, who engage in knowledge and technology transfer from different perspectives. We invite papers of empirical or conceptual character that use original approaches towards technology transfer topics. As we aim on addressing technology transfer related issues on the macro, meso or micro level, we invite researchers from different disciplines e.g. management, economics, sociology or political science to send us their research papers.

3. Recommended topics

Suitable topics for the edited volume are:

- New technology transfer model (Quadruple Helix)
- Competencies for co-creational interaction
- Collaborative spaces for technology transfer
- Future of technology transfer
- Process of technology transfer (macro, meso and micro level)
- Technology transfer policy (e.g. subsidy schemes)
- Technology transfer strategies for private and public institutions:
 - Development of technology transfer capability
 - Intellectual property right management in the technology transfer process
- Technology transfer methods and tools
- University technology transfer (UTT)
 - Tension between basic and applied research and commercialization
 - Developing stakeholder relationships
 - UTT performance measures and entities
 - UTT and organizational structures
- Technology transfer intermediaries in private (e.g. accelerator or incubation programs) and public institutions (e.g. technology transfer offices)
- Technological fields that are most prone to technology transfer (e.g. green technologies)

4. Submission Procedure

Researchers are invited to submit on or before **June 15th, 2019** a short chapter proposal (1-2 pages) clearly explaining the mission and concerns of his or her proposed chapter. We recommend the following outline for the chapter proposal: Theoretical background, research question(s), methodology (if applicable), (expected) results. Authors of accepted proposals will be notified by **June 30th, 2019** about the status of their proposals. Full chapters are expected to be submitted by **October 15th, 2019**. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for the edited volume. For manuscript guidelines please visit: <https://www.springer.com/gp/authors-editors/book-authors-editors/resources-guidelines/rights-permissions-licensing/manuscript-preparation/5636>.

This edited volume will be published with Springer, as part of the renowned *FGF Studies in Small Business and Entrepreneurship*.

For additional information regarding the publisher and the book series, please visit: <http://www.springer.com/series/13382>.

Inquiries and submissions can be send (preferably word document) to:

- **Prof. Dr. Dana Mietzner (mietzner@th-wildau.de)**
- **Prof. Dr. Christian Schultz (christian.schultz@hwtk.de)**

5. Bibliography

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