

● **Managing Industry-University Collaborations**

Industry-University partnerships are frequently pursued these days as businesses are keen to partner to achieve their objectives in creating tangible products and benefits, and universities see a way to broaden the avenues to research innovation, funding, and getting their faculty's expertise recognized. Industry and universities are both interested in creating a powerful impact, which is one of the major benefits to collaborating; however, managing these partnerships is not without significant challenges due to differing organizational cultures and structures, regulations, and stakeholder mission and values. Thus, managing the industry-university partnership requires strategic oversight of the proposal development and tech transfer processes. There are numerous considerations that need to be factored into the proposal development process, as there is a legal framework that governs these research and development partnerships.

This presentation aims to clarify the best practices in managing industry-university partnerships focused on how to structure collaborative activities to initiate, develop, and maintain these partnerships. The presentation further provides insights into managing the technology transfer process in these industry-university collaborations. It considers the various roles that technology transfer professionals assume in ensuring that a societal or commercial benefit is derived from university research and development activities with industry partners. Moreover, the presentation also speaks to the intellectual property legal framework governing the commercialisation of intellectual property emanating from university research and development.

Presenters:

- **Ms Emily Kotay, The University of Arizona (United States)**
Emily Kotay is the Assistant Director of International Research within the University of Arizona's Research Development Services office. Emily supports faculty's international research collaborations through proposal development support, partnership development, and establishing institutional strategy for international research. Emily was recently selected to participate in the Fulbright International Education Administrators seminar in Germany. She also served in the U.S. Peace Corps in Ukraine, where she taught English and conducted youth development and community engagement projects. Emily holds a Master of Public Administration from the University of Kansas, and a Bachelor of Arts from Mount Holyoke College in cultural anthropology.
 - **Dr Karen Eck Old Dominion University (United States)**
Karen Eck, PhD, is Assistant Vice President for Research at Old Dominion University (ODU) in Norfolk, Virginia, USA where she interfaces with internal and external entities in support of research development and policy, research strategic planning and partnerships spanning university, regional and national initiatives on behalf of the Office of Research. Karen served on the NORDP Board of Directors from 2015-2019, as President in 2018-2019, and currently represents NORDP on the INORMS Council. She was selected in 2020 as a PEERD Expert, consulting individually and in teams for colleges and universities seeking institutional assessment of research development programs, best practices and capacity building. In 2021, she was honored with a NORDP Fellow designation to recognize her sustained contributions to NORDP and the practice and field of research development.
 - **Ms Tshepi Khahlu, University of Cape Town (South Africa)**
Tshepi Khahlu is an Intellectual Property Specialist within the University of Cape Town's Research Contracts & Innovation (RC&I) department. Prior to joining RC&I, she was a Commercialisation Candidate at the Technology Innovation Agency (TIA). During her time at TIA, she was seconded to Vaal University of Technology and Spoor & Fisher, where she gained her initial experience in technology transfer and intellectual property commercialisation. Tshepi was selected in 2021 as a fellow of the International Research & Exchanges Board's (IREX) University Administration Support Programme, where she completed a knowledge exchange programme with the University of Arizona's technology transfer office, Tech Launch Arizona.
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