

## Parallel Sessions Outline

| DATE/TIME                     | REF           | PARALLEL SESSION  | PRESENTING AUTHOR               | PAPER AUTHOR(S)  |
|-------------------------------|---------------|---|---------------------------------|--|
| <b>13 July<br/>9.30-11.00</b> |               | <b>PS1 - TRIPLE HELIX INDICATORS</b><br><b>Chair: Prof. Loet Leydesdorff</b>  |                                 |  |
|                               | <b>O-118</b>  | Explaining innovation with indicators of mobility and networks: Insights into central innovation nodes in Europe  | Kaisa Still                     | Kaisa Still, Martha Russell, Jukka Huhtamaki, Marko Turpeinen                    |
|                               | <b>O-119</b>  | Science Parks without walls - catalysts for knowledge economy-led urban regeneration  | David J. Hardman                | David J. Hardman   |
|                               | <b>O-120</b>  | Triple Helix indicators in R&D&I - Research, Development and Innovation   | Francisco José Batista De Sousa | Francisco José Batista De Sousa  |
|                               | <b>O-152</b>  | Cognitive and geographic distance in research collaborations  | Margherita Balconi              | Margherita Balconi, Valeria, Lorenzi Pier Paolo Saviotti, Antonella Zucchella    |
|                               | <b>ST-029</b> | Triple Helix dynamics in peripheral regions: evidence from Wales  | Enea Gkikas                     | Enea Gkikas  |
|                               | <b>O-122</b>  | World Knowledge Competitiveness Index 2011  | Robert Huggins                  | Robert Huggins, Hiro Izushi, Daniel Prokop                                       |
| <b>13 July<br/>9.30-11.00</b> |               | <b>PS2 - BUILDING INNOVATION POTENTIAL: HISTORY AND CONDITIONS FOR SUCCESS</b><br><b>Chair: Dr. Attila Havas, Institute of Economics, Hungarian Academy of Sciences</b> |                                 |  |
|                               | <b>O-111</b>  | IP management in the Triple Helix context: evidence from a German research project  | Andrea Hanebuth                 | Andrea Hanebuth  |
|                               | <b>O-013</b>  | Knowledge sourcing and the role of Universities: evidence from the UK and the US  | Robert Huggins                  | Robert Huggins, Daniel Prokop, Nick Clifton, Andrew Johnston, Rebecca Steffenson |
|                               | <b>O-117</b>  | Measuring Triple-Helix on the World Wide Web  | Moon Junghoon                   | Gohar Feroz Khan, Han Woo Park, Moon Junghoon                                    |
|                               | <b>ST-004</b> | Network dynamics in the Triple Helix of particle therapies: insights from bibliometric and interview data   | Andrea Carafa                   | Andrea Carafa, Dimitris Assimakopoulos, Andrew Parker                            |
|                               | <b>O-026</b>  | Tomsk State University of Control Systems and Radioelectronics (TUSUR)  | Gleb Dvoryatkin                 | Gleb Dvoryatkin  |
|                               | <b>O-103</b>  | The contribution of public sector research outside the US to the discovery of new drugs and vaccines  | Qingzhi Zhang                   | Ashley J. Stevens, Qingzhi Zhang   |

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| <b>13 July<br/>9.30-11.00</b>  |               | <b>PS3 - TRANSFERABILITY OF INNOVATION MODELS AND SYSTEMS</b><br><b>Chair: Prof. Andrzej Jasinski, University of Warsaw, Poland</b>  |                        |   |
|                                | <b>O-031</b>  | Triple Helix interactions as a universal institutional matrix of the future world  | Nataliya Smorodinskaya | Nataliya Smorodinskaya                                |
|                                | <b>O-032</b>  | Complexity in cluster development: towards an evolutionary theory to guide policy development  | Cooper Langford        | Cooper Langford                                       |
|                                | <b>O-033</b>  | Evaluation of the private funding of university researchers and its effects on subsequent patenting; can the biotechnology innovation model be transferred to enable efficient development in the field of nanotechnology? | Catherine Beaudry      | Catherine Beaudry                                     |
|                                | <b>O-036</b>  | Successfully transferring Silicon Valley innovation approaches: the Polish Way – “Krok po Kroku”   | Francis Skrobiszewski  | Piotr Moncarz, Francis Skrobiszewski, Joanna Pniewska |
|                                | <b>O-037</b>  | The applicability of the model of university, industry and government interaction as an instrument for developing the modern economy of Russia   | Irina Pavlova          | Irina Pavlova   |
|                                | <b>O-070</b>  | Transferring technology to industrialising countries: the role of government   | Rungroge Kamondetdacha | Rungroge Kamondetdacha                                |
| <b>13 July<br/>11.30-13.00</b> |               | <b>PS4 - TRIPLE HELIX AND INNOVATION FOR DEVELOPMENT</b><br><b>Chair: Dr. Mathias Rauch, Fraunhofer Centre for Central and Eastern Europe (MOEZ) Germany</b>   |                        |   |
|                                | <b>O-037</b>  | The applicability of the model of university, industry and government interaction as an instrument for developing the modern economy of Russia   | Irina Pavlova          | Irina Pavlova   |
|                                | <b>ST-008</b> | Development of an instrument to measure faculty adherence to the norms of science  | Eric Motycka           | Eric Motycka, Joshua Powers                           |
|                                | <b>O-041</b>  | Triple Helix research partnerships: Evidence from research organizations in Australia, Germany and USA   | Andrea Hanebuth        | Andrea Hanebuth                                       |
|                                | <b>O-015</b>  | Managing the transformation of R&D results into practical applications: The case of a country in transition  | Andrzej Jasinski       | Andrzej Jasinski                                      |
|                                | <b>O-080</b>  | Trans-nationalizing innovation systems: measuring and defining in the context of Silicon Valley, Bangalore and Finland   | Mika Kautonen          | Mika Kautonen   |
|                                | <b>O-081</b>  | Internationalisation of Hungarian SMEs in the IT industry  | Csonka László          | Csonka László   |

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| <b>13 July<br/>11.30-13.00</b> |               | <b>PS5 - GOVERNMENT ROLE IN TRIPLE HELIX INTERACTIONS</b><br><b>Chair: Prof. Jose Mello, Federal Fluminense University, Brazil</b>  |                        |   |
|                                | <b>O-082</b>  | Analysis of the building of a creative entrepreneurs' network in Rio de Janeiro/Brazil, through the implementation of a project from creative enterprises incubators.   | Julia Zardo            | Julia Zardo   |
|                                | <b>O-089</b>  | A Hungarian paradox? Poor innovation performance in spite of a broad set of STI policy measures   | Attila Havas           | Attila Havas  |
|                                | <b>O-090</b>  | Contribution of the support and operation of government agency to the achievement in government-funded strategic research programs  | Hideki Yoshida         | Hideki Yoshida  |
|                                | <b>ST-019</b> | Government role in supporting the commercialization of university research  | Kai Rao                | Kai Rao   |
|                                | <b>O-092</b>  | Start-ups success using public funds: university versus industry sponsorship  | Ariel La Paz           | Ariel La Paz, Christian Cancino, Jaime Miranda          |
|                                | <b>ST-020</b> | Triple Helix sector roadmaps: the case of the European Technology Roadmap-processes as to bring R&D closer to market  | Lykke Margot Ricard    | Lykke Margot Ricard                                     |
| <b>13 July<br/>11.30-13.00</b> |               | <b>PS6 - TECHNOLOGY TRANSFER AND ENTREPRENEURSHIP:<br/>'TRADITIONAL' AND NEW SCIENCE-INDUSTRY INTERFACE<br/>ORGANIZATIONS (1)</b><br><b>Chair: Prof. Helen Lawton-Smith, Birkbeck, University of London, UK</b> |                        |   |
|                                | <b>O-073</b>  | A comprehensive feasibility study framework of societal suitability for regions of knowledge  | Joseph Richard Pollack | Joseph Richard Pollack                                  |
|                                | <b>O-106</b>  | Accelerating technology-based ventures in an university business incubator in Brazil: a view on methodologies and processes.  | Sergio R. Yates Santos | Sergio R. Yates Santos                                  |
|                                | <b>O-093</b>  | Analysis of the relationship between academic spin-offs and their parent organization   | Thiago Renault         | Thiago Renault  |
|                                | <b>O-096</b>  | Challenges of higher education in Russia: ivory tower or entrepreneurial university – case study of Tomsk State University of Control Systems and Radio Electronics (TUSUR)                                     | Irina Pavlova          | Irina Pavlova   |
|                                | <b>O-099</b>  | Managing a Science Park: A study of value creation for their tenants  | Alberto Albahari       | Alberto Albahari, Magnus Klofsten, Salvador Pérez Canto |
|                                | <b>O-100</b>  | Problems and prospects of university innovative infrastructure in the triple helix model “university - business – government”.  | Vera Pudkova           | Vera Pudkova  |

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| <b>13 July<br/>11.30-13.00</b> |               | <b>PS7 - TRIPLE HELIX MOBILITY AND INTERACTION WITH THE SOCIETY</b><br><b>Chair: Prof. David L. Ferguson, Stony Brook University, New York</b>  |                             |  |
|                                | <b>O-116</b>  | Triple Helix networking during PhD education - a study of mobility and attitudes towards commercialization of research  | Dzamila Bienkowska          | Dzamila Bienkowska, Magnus Klofsten                          |
|                                | <b>O-117</b>  | Upgrading the mobility of European researchers  | Annamaria Inzelt            | Annamaria Inzelt   |
|                                | <b>O-127</b>  | Fourth helix: sustaining research diversity The social turn of science and technology policy  | Alain-Marc Rieu             | Alain-Marc Rieu  |
|                                | <b>ST-005</b> | Re-Cognizing myself as an entrepreneur: Changing women's perceptions  | Audrey Iffert               | Audrey Iffert  |
|                                | <b>O-146</b>  | Aspects of efficient University-Industry R&D interaction: implications and requirements for strategy development  | Iyad Alzaharnah             | Iyad Alzaharnah  |
| <b>13 July<br/>14.30-16.00</b> |               | <b>PS8 - TECHNOLOGY TRANSFER AND ENTREPRENEURSHIP: 'TRADITIONAL' AND NEW SCIENCE-INDUSTRY INTERFACE ORGANIZATIONS (2)</b><br><b>Chair: Prof. Slavica Singer, J.J. Strossmayer University, Croatia</b> |                             |  |
|                                | <b>O-020</b>  | Stanford and Silicon Valley: the co-evolution of technology transfer and regional absorptive capacity; 1930-2005  | Henry Etzkowitz             | Henry Etzkowitz  |
|                                | <b>O-101</b>  | Product innovation, growth and the profitability of university spin-off companies   | Helen Lawton Smith          | Helen Lawton Smith, Nabhassorn Baines                        |
|                                | <b>O-103</b>  | The contribution of public sector research outside the US to the discovery of new drugs and vaccines  | Qingzhi Zhang               | Ashley J. Stevens, Qingzhi Zhang                             |
|                                | <b>O-105</b>  | The influence of academic entrepreneurs' human capital on developing social capital   | Pir Roshan S Rashdi         | Pir Roshan S. Rashdi   |
|                                | <b>O-107</b>  | The role of Inovaparq as a facilitator axis of relations among the Triple Helix stakeholders in Northern Santa Catarina, Brazil   | Vanessa De Oliveira Collere | Vanessa De Oliveira Collere                                  |
| <b>13 July<br/>14.30-16.00</b> |               | <b>PS9 - NEW FORMS OF FINANCING INNOVATION</b><br><b>Chair: David Smith, SVP Enterprise Ireland, Silicon Valley Office</b>  |                             |  |
|                                | <b>O-004</b>  | Factor groups of successful organization of innovation business   | Artem V. Borodin            | Artem V. Borodin   |
|                                | <b>ST-026</b> | Comparison of the structures supporting innovation universities in terms of performance of the functions of technology transfer   | Marina V. Bezdenezhnaya     | Marina V. Bezdenezhnaya                                      |
|                                | <b>O-109</b>  | Exploring the role of knowledge and technology transfer in innovation systems   | Lykke Margot Ricard         | Sergio Jofre, Lykke Margot Ricard                            |
|                                | <b>O-110</b>  | Business Angels and investment organizations as networked co-creators of the Finnish innovation ecosystem   | Jukka Huhtamäki             | Jukka Huhtamäki, Martha G. Russell, Kaisa Still, Neil Rubens |
|                                | <b>ST-028</b> | Green investment: concept, design and conflict of interests on the environmental mutual fund industry – How Silicon Valley and Triple Helix interactions can boost a sustainable economy              | Vinicius Diniz Vizzotto     | Vinicius Diniz Vizzotto                                      |
|                                | <b>O-112</b>  | The early-stage venture capital process in Ireland, 2000-2010   | Eoin O'Neill                | Eoin O'Neill, John Taylor, Jens Voigt                        |

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| <b>13 July<br/>14.30-16.00</b> |              | <b>PS 10 - THE GENDER DIMENSION IN SCIENCE, TECHNOLOGY, INNOVATION, TECHNOLOGY TRANSFER AND ENTREPRENEURSHIP</b><br><b>Chair: Andrea Henderson, Research Director, Clayman Institute for Gender Research, Stanford University</b> |                            |   |
|                                | <b>O-130</b> | Gender in Brazilian Incubators  | Mariza Almeida             | Mariza Almeida  |
|                                | <b>O-131</b> | Innovating Women: Illuminating Achievements and Success   | Pooran Wynarczyk           | Pooran Wynarczyk, Deborah Jaffé                                       |
|                                | <b>O-133</b> | The Glass Ceiling: is it a State of Mind?   | Tariq Durrani              | Tariq Durrani, Sheila Forbes  |
|                                | <b>O-134</b> | Welfare systems and policies for women's entrepreneurship in Sweden and the United States   | Teresa Nelson              | Teresa Nelson, Helene Ahl   |
|                                | <b>O-135</b> | Women in Science: Education and Career Challenges in Hungary  | Gábor Pórzse               | Ágnes Fésüs, Gábor Pórzse, Ágnes Kazai                                |
|                                | <b>O-136</b> | Gender and Innovation: Networks of Executive Women in Technology-Based Companies  | Kaisa Still                | Kaisa Still, Martha Russell, Neil Rubens, Jukka Huhtamaki, Camilla Yu |
| <b>13 July<br/>16.30-18.00</b> |              | <b>PS11 - TRIPLE HELIX ECOSYSTEMS AND REGIONAL DEVELOPMENT</b><br><b>Chair: M. Elizabeth Ritter dos Santos, Coordinator Technology Transfer Office, PUCRS, Brazil</b>   |                            |   |
|                                | <b>O-018</b> | Possibilities and limitations of the contribution of public university research for regional development: micro-evidence from a regional university in Brazil   | Marcelo Amaral             | Andre Ferreira, Marcelo Amaral, Teodoro Pítias                        |
|                                | <b>O-057</b> | The studios a European business accelerator, triple helix model   | Christel De Maeyer         | Christel De Maeyer  |
|                                | <b>O-058</b> | The Triple Helix model as a basis for the development of a local productive arrangement (technology cluster) in Brazil  | Sandra Carvalho Dos Santos | Sandra Carvalho Dos Santos, Roberto Sbragia, Geraldo Luciano Toledo   |
|                                | <b>O-047</b> | Bio-clusters as co-evolutionary developments of Triple Helix institutions: the cases of Cambridge and Scotland  | Theo Papaioannou           | Theo Papaioannou  |
|                                | <b>O-053</b> | Public-Private Partnerships and public policy: A comparative social network analysis and policy analysis on competing National Systems of Innovation  | Camille D. Ryan            | William Boland, Peter W. B. Phillips, Camille D. Ryan                 |
| <b>13 July<br/>16.30-18.00</b> |              | <b>PS12 - RESEARCH-INTENSIVE CLUSTERS, TECHNOPOLES, SCIENCE CITIES</b><br><b>Chair: Prof. Eoin O' Neill, Trinity College Dublin, Ireland</b>  |                            |   |
|                                | <b>O-059</b> | Innovation habitats and regional development  | Marcelo Nichele            | Roberto Spolidoro, Marcelo Nichele                                    |
|                                | <b>O-060</b> | Internationalization of triple helix structures: who internationalizes, and what for?   | Stefan Wappler             | Stefan Wappler  |
|                                | <b>O-061</b> | Shaping the formation of university-industry research collaborations: what type of proximity does really matter?  | Simona Iammarino           | Simona Iammarino, Frederick Guy, Pablo D'Este                         |
|                                | <b>O-063</b> | Do firms in incubation innovate, too? Evidence from Portugal  | João Paulo Coelho Marques  | João Paulo Coelho Marques   |
|                                | <b>O-064</b> | University spin-offs and Triple Helix metropolitan regions: New York and London   | Helen Lawton Smith         | Helen Lawton Smith  |

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| <b>13 July<br/>16.30-18.00</b> |               | <b>PS13 - TRANSFERRING TECHNOLOGY AND KNOWLEDGE TO SMEs</b><br><b>Chair: Prof. Pooran Wynarczyk Newcastle University, UK</b>  |                       |   |
|                                | <b>O-001</b>  | Humanities networking technology for developing young people's innovation potential   | Irina Kuzheleva-Sagan | Irina Kuzheleva-Sagan, Snezhana Nosova                            |
|                                | <b>O-067</b>  | Innovation in teaching and learning: knowledge exchange in dialogue with SMEs, government and higher education  | Sue Smith             | Sue Smith   |
|                                | <b>O-068</b>  | Technology transfer as an institutional function of National Innovation System: case of SMEs in Taiwan  | Irina Pavlova         | Irina Pavlova   |
|                                | <b>O-071</b>  | Entrepreneurial university roles. Can 'living labs' be supportive?  | Marina Van Geenhuizen | Marina Van Geenhuizen   |
|                                | <b>O-072</b>  | The role of academia's values and objectives in creation of entrepreneurial university in the Triple Helix model in Russia  | Liana Kobzeva         | Liana Kobzeva, Evgeny Gribov, Anastasia Sheveleva                 |
|                                | <b>ST-009</b> | The impact of the bilateral relationship firm-university on firm's ability to innovate: empirical evidence from Brazilian firms.  | Daniel Pedro Puffal   | Daniel Pedro Puffal   |
| <b>13 July<br/>16.30-18.00</b> |               | <b>PS14 - REGIONAL INNOVATION SYSTEMS: ARE THEY POSSIBLE IN SMALL AND REMOTE REGIONS?</b><br><b>Chair: Josep Pique, Managing Director of 22@Barcelona, Spain</b>  |                       |   |
|                                | <b>O-075</b>  | Knowledge, networks, and regional growth  | Robert Huggins        | Robert Huggins  |
|                                | <b>O-076</b>  | Model of the innovative development of the regions on the example of Tomsk and its multiplexing to other regions  | Grigory V. Zhuravlev  | Grigory V. Zhuravlev  |
|                                | <b>O-078</b>  | Regional development in South Korea: accounting for research area in centrality and networks  | Han Woo Park          | Matthew Shapiro, Han Woo Park                                     |
|                                | <b>O-079</b>  | Rural innovation ecosystems – a challenge, but possible   | Ingjerd Skogseid      | Ingjerd Skogseid  |
|                                | <b>ST-015</b> | Toward regional development of ICT innovation   | Makoto Tanifuji       | Makoto Tanifuji   |
| <b>14 July<br/>11.30-13.00</b> |               | <b>PS15 - RELEVANCE OF THE TRIPLE HELIX MODEL FOR SUSTAINABLE DEVELOPMENT CHALLENGES</b><br><b>Chair: Fernando Chaparro, University of Rosario, Bogotá, Colombia</b>                                    |                       |   |
|                                | <b>ST-010</b> | Looking for a framework for analyzing eco-innovation dynamics: A Triple Helix model of innovation perspective   | Yan Yang              | Yan Yang  |
|                                | <b>ST-012</b> | Triple helix interactions for eco-innovation in the developing world: Insights from the Panama Canal watershed  | Roberto Rivas Hermann | Roberto Rivas Hermann, Henrik Riisgaard, Arne Remmen              |
|                                | <b>O-124</b>  | Interactions between innovation agents from the perspective of trans-disciplinarity and their impact on social-economic development: the case of the Innovation Support Program in Minas Gerais-Brazil. | Adelaide Baeta        | Adelaide Baeta, Vanessa Padrão, Flavia Baeta-Lara, Reginaldo Lima |
|                                | <b>O-125</b>  | Local government, innovation and economic recovery: lessons from a small industrial Portuguese city   | Carlos Rodrigues      | Carlos Rodrigues, Ana Melo  |

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|                                | <b>O-126</b>  | Leading user innovation in the built environment: A case of innovation in the UK NHS  | Mahtab Akhavan Farshchi    | Mahtab Akhavan Farshchi, Liz Whelan                                   |
|                                | <b>O-129</b>  | In search of mutual developmental path of heritage conservation and cultural economy  | Kingkanok Chawalitthomrong | Kingkanok Chawalitthomrong  |
| <b>14 July<br/>11.30-13.00</b> |               | <b>PS16 - LIVING INNOVATION: CHALLENGES AND OPPORTUNITIES</b><br><b>Co-Chairs: Associate Professor at Dept. of Informatics, University of Oslo, Norway and Jack Park, Co-founder of the open source knowledge gardens startup TopicQuests</b> |                            |   |
|                                | <b>O-028</b>  | Transforming innovation ecosystems through shared vision and network orchestration  | Martha Russell             | Martha Russell, Kaisa Still, Jukka Huhtamaki, Camilla Yu, Neil Rubens |
|                                | <b>O-029</b>  | University patenting and funding incentives   | Loet Leydesdorff           | Loet Leydesdorff  |
|                                | <b>ST-007</b> | Who should be spinning out firms? Structural evidence from the UK   | Daniel Prokop              | Daniel Prokop   |
|                                | <b>O-030</b>  | Why do someone's innovative models work and others do not work in Russian Federation?   | Vera Pudkova               | Vera Pudkova  |
|                                | <b>O-008</b>  | How to sustain innovativeness - the case of Google  | Annika Steiber             | Annika Steiber, Sverker Alänge  |
|                                | <b>O-086</b>  | Growth, Technological Frontier and The Relative Importance Of Human Capital   | Leonardo Rocha             | Ester Dal-Poz, Leonardo Rocha   |
| <b>14 July<br/>11.30-13.00</b> |               | <b>PS 17 - BUILDING INNOVATION POTENTIAL: HISTORY AND CONDITIONS FOR SUCCESS</b><br><b>Chair: Steve Casper, Henry E. Riggs Professor of Management at the Keck Graduate Institute of Applied Life Sciences in Claremont, California</b>       |                            |   |
|                                | <b>ST-001</b> | Academic revolution and regional innovation: Building university-industry relations in the Computer Science Department at Stanford University 1963-1972   | <b>*Danny Crichton</b>     | Danny Crichton  |
|                                | <b>O-003</b>  | Bottom-up development of innovation theory and policy   | Malin Lindberg             | Malin Lindberg  |
|                                | <b>ST-002</b> | Defining the entrepreneurial mindset of life science academics  | Alicia Castillo Holley     | Alicia Castillo Holley  |
|                                | <b>ST-026</b> | Comparison of the structures supporting innovation universities in terms of performance of the functions of technology transfer   | Marina V. Bezdenezhnaya    | Marina V. Bezdenezhnaya   |
|                                | <b>O-066</b>  | The dominant role of universities in the Triple Helix model   | Pavel Drobot               | Pavel Drobot, Dinara Drobot   |

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| <b>14 July<br/>11.30-13.00</b> |               | <b>PS 18 - MANAGEMENT AND CAPACITY-BUILDING FOR EFFECTIVE TRIPLE HELIX PARTNERSHIPS</b><br><b>Chair: Prof. Marcelo Amaral, Fluminense Federal University, Brazil</b>              |                      |   |
|                                | <b>O-024</b>  | The teaching of intellectual property – mapping the global network of academies (GNIPA)   | Liliana Mendes       | Liliana Mendes, Beatriz Amorim-Borher   |
|                                | <b>O-145</b>  | User-driven social innovation: roles and knowledge of university, business, government and the community of users in the case of web-based service                                | Kaisa Still          | Kaisa Still, Anne-Maritta Tervakari, Jukka Huhtamäki, Minna Isomursu, Kaisa Koskela |
|                                | <b>O-139</b>  | Feed the gap – optimizing returns on investments in innovation for the Commons  | Tom Turpen           | Tom Turpen  |
|                                | <b>ST-030</b> | The challenge of building effective Triple Helix partnerships in Brazil: the experience of the Center of Excellence in Engineering, Procurement and Construction                  | Ana Pires            | Ana Pires Francisco, Teixeira Horacio, Hastenheiter Filho, Goes Sergio              |
|                                | <b>O-137</b>  | 'Between a rock and a hard place': Exploring societal responses to the managerial prerogative in entrepreneurial universities.  | Lisa Callagher       | Kenneth Husted, Lisa Callagher, Maja Horst  |
|                                | <b>O-147</b>  | Insights into diverse expectations between faculty staff and senior management in fulfilling the university's role in the triple helix model: empirical evidence from Thailand    | Suteera Chanthes     | Suteera Chanthes, Kesinee Muenthaisong, Sutana Thanyakhan                           |
| <b>14 July<br/>11.30-13.00</b> |               | <b>PS 19 - COMMUNICATION OF INNOVATION AND SOCIAL MEDIA</b><br><b>Chair: Dr. David Nordfors, Executive Director, Center for Innovation and Communication, Stanford University</b> |                      |   |
|                                | <b>O-149</b>  | Identifying Web Visibility Issues on Political Innovation System: A Case Study of South Korea's National Assembly Members   | Han Woo Park         | Yon Soo Lim, Han Woo Park   |
|                                | <b>O-012</b>  | Knowledge Federation – an enabler of systemic innovation for collaborative knowledge work   | Dino Karabeg         | Dino Karabeg  |
|                                | <b>ST-031</b> | Regional information site integrated with social media  | Xuelian Li           | Xuelian Li, Chiho Yoshida, Shigeki Yokoi  |
|                                | <b>O-151</b>  | Enrich knowledge in online museum via social media  | Binyue Cui           | Binyue Cui  |
|                                | <b>ST-032</b> | Social media information flow and public representation: A case of S. Korean politicians in Twitter   | Han Woo Park         | Ho Young Yoon, Han Woo Park   |
|                                | <b>O-019</b>  | Social media, reputation and branding of innovation hubs: A periscope using network analysis of Twitter   | Jiafeng (Camilla) Yu | Jiafeng (Camilla) Yu, Martha Russell, Kaisa Still, Neil Rubens, Jukka Huhtamäki     |