

Friday, 18th September 2015

WBCInno2015 International conference

Location: Central University Building, Dr Zorana Djindjica 1, Amphitheater, Novi Sad, Serbia

08:45 – 09:15	Registration	
09:15 – 09:30	Welcome words & music programme	Representatives of Provincial Secretariat for Science and Technological Development, the University of Novi Sad, etc.
09:30 – 09:45	Invited lecture: Long-term systematic efforts to develop collaboration between academic and industrial sectors (WBC-VMnet, WBCInno, IF4TM)	Vesna Mandić
09:45 – 10:00	Invited lecture: How to make brand from yourself - Personal entrepreneurship	Ivan Ćosić
10:00 – 10:15	Invited lecture: Knowledge and technology transfer between industrial and academic sectors – benefits for young researchers - SENSEIVER ITN	Aleksandar Pajkanović
10:15 – 10:30	Questions & Answers	
10:30 – 11:00	Coffee break	

Session 1: Innovations and University-Industry cooperation
Session chair: prof. Vojin Šenk, Session co-chair: prof. Mileta Janjić
 (Oral presentations)

11:00 – 11:15 (12 min. + 3 Q&A)	An Evidence Based Framework for Facilitating Knowledge and Technology Transfer – an International Perspective	Mark P. Jones
11:15 – 11:30	Modes of Knowledge and Technology Transfer: Selected Case Studies and Key Characteristics	Christoph Adametz, Mario Fallast
11:30 – 11:45	Methodological approach to innovation management	Vesna Mandić, Jelena Jevtović, Žarko Gavrilović
11:45 – 12:00	Stimulating innovations from university through the use of digital fabrication – case study of the SciFabLab at Faculty of Mechanical Engineering, University of Belgrade	Ivana Gađanski, Đorđe Čantrak, Milan Matijević, Radivoje Prodanović
12:00 – 12:15	Approaches in the Development of Research-Driven Business Incubators and Science and Technology Parks in Cooperation with Universities	Jelena Jevtović, Vesna Mandić, Žarko Gavrilović
12:15 – 12:30	Cooperation between the academic and industrial sectors in the Republic of Serbia - An analysis and proposals for improvement	Marko Vasiljević, Ivan Stojić, Andrea Katić, Aleksandar Kupusinac
12:30 – 12:45	Competition for the best students idea, based on experience of the University of Novi Sad	Sanja Kojić, Milan Radovanović, Vesna Rašković Depalov, Goran Stojanović
12:45 – 13:00	Conclusions of this session	
13:00 – 14:00	Light Lunch break	

Session 2: Modernization of education, research and knowledge transfer processes
Session chair: prof. Mark Jones, Session co-chair: prof. Petar Marić
 (Oral presentations)

14:00 – 14:15	Study program Computer Graphics - Engineering Animation and their relation with modern Serbian CG Industry	Ratko Obradović, Miloš Vujanović, Branislav Popkonstantinović, Dragan Ivetić, Predrag Šiđanin
14:15 – 14:30	Lifelong Learning Courses on Material and Energy Flow Management	Aleksandar Jokić, Zoltan Zavargo, Bojana Ikonić, Jelena Pavličević, Oskar Bera
14:30 – 14:45	Fab labs as platforms for implementation of the knowledge triangle – case study of the educational Fab lab Petnica	Ivana Gađanski, Nikola Božić, Miroslava Raspopović
14:45 – 15:00	Needs for Research, Innovation and Cooperation in the field of Disaster Risk Management and Fire Safety Engineering in WBC	Srđan Popov, Mirjana Laban
15:00 – 15:15	Application of the principles European Charter and Code for Researchers at the University of East Sarajevo	Nenad Marković, Stevan Trbojević, Dajana Vukojević, Slobodanka Krulj, Dalibor Drljača, Dejan Bokonjić
15:15 – 15:30	Conclusions of this session	
15:30 – 16:00	Coffee break	



Session 3: Policy, IPR, applied research, projects

Session chair: prof. Vesna Mandić, Session co-chair: Ines Marinković
(Oral presentations)

16:00 – 16:15	The role of the Provincial Secretariat for Science and Technological Development in the progress of science and innovativeness within AP Vojvodina	Dragica Koldžin, Goran Stojanović
16:15 – 16:30	Tools and methodologies to ensure the long term sustainability of projects: Challenges and Opportunities	Denise Galvin, Noelia López del Castillo
16:30 – 16:45	Overview of dissemination and raising awareness activities within the project WBCInno	Petar Marić, Tatjana Pešić-Brđanin
16:45 – 17:00	Investigation and Innovation of Friction Stir Welding Process	Milan Vukčević, Nikola Šibalić, Sreten Savičević, Mileta Janjić
17:00 – 17:15	Conclusions of this session	
17:15 – 17:30	Coffee break	

Session 4: Entrepreneurship, employment, start-ups

Session chair: Mario Fallast, Session co-chair: Denise Galvin
(Oral presentations)

17:30 – 17:45	Fostering an entrepreneurial culture in Western Balkans by establishment of creative and entrepreneurial framework with schools and universities	Ines Marinković
17:45 – 18:00	The relation between job design and job satisfaction in the context of knowledge sharing in organizations	Dejan Matić, Slavica Mitrović, Bojana Milić
18:00 – 18:15	Factors of Job Satisfaction/Dissatisfaction among scientists	Željka Bojanić, Jelena Dostanić
18:15 – 18:30	Generating Conversion in Start-ups: To Brand or Not To Brand?	Đorđe Čelić, Jelena Stanković, Slavka Nikolić
18:30 – 18:45	Business Dynamics Simulator for Startups, SMEs and New Projects	Siniša Sovilj, Zoran Aralica, Martin Kunc
18:45 – 19:00	Conclusions of this session	
20:00 – 23:00	Networking Dinner	

Poster Session

Location: The entrance hall of the Central University Building,
Dr Zorana Djindjica 1, Novi Sad, Serbia (12:30 – 14:30)

1	One View How to Boost Knowledge Transfer From University to Industry in Serbia	Stevan Stankovski, Gordana Ostojić
2	University-industry collaboration: Improving SMEs performances through R&D collaboration	Angela Fajsi, Slađana Gajić, Slobodan Morača
3	Fostering Modernization and Innovation at Universities and the Role of English Language Teaching	Ivana Mirović, Marina Katić
4	Innovation in the role of economic development	Danica Mićanović, Veselinka Zečević, Desimir Knežević, Snježana Glumac
5	Characteristics of cognitive - innovative function of the education system in Serbia	Radoš Radivojević
6	Development of scientific research activity through normative activity of University of Kragujevac bodies	Zorica Avramović, Vukašin Petrović, Anđelija Bogdanović, Natalija Bogdanović, Lazar Petrović, Gordana Bogdanović, Vesna Mandić
7	The role of qualitative research methods in the post-transition countries	Vera Dimitrievska
8	Project Success in International Development Projects	Slađana Gajić, Angela Fajsi, Miloš Jovanović
9	Innovation policy, development, dynamic, role and impacts	Jelena Zelinčević
10	Application of poly-jet technology in rapid tooling	Žarko Gavrilović, Vesna Mandić, Vladimir Urošević
11	Possibilities of application of composite materials – an innovative approach	Gordana Bogdanović, Dragan Milosavljević, Ljiljana Veljović, Aleksandar Radaković, Vesna Mandić
12	Production of Monoclonal Antibodies for Diagnostic Tests	Ana Obradović, Emilija Marinković, Jovana Žižić, Biljana Božić
13	Marks that cannot be protected by trademark in the law of Republic of Serbia	Vukašin Petrović
14	Enhancing employability and competitiveness in the graphic and creative industries using blended learning environment	Dragoljub Novaković, Neda Milić, Nemanja Kašiković, Sandra Dedijer