




WBCInno

**ANNEX G: External Monitoring Report
No.7, 13.11.2015**

Project Acronym:	WBCInno
Project full title:	Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Project No:	530213-TEMPUS-1-2012-1-RS-TEMPUS-JPHES
Funding Scheme:	TEMPUS
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2012
Project duration:	36 months

1. Information on the external monitoring visit	
1.1 External monitoring visit No	7
1.2 Location of visit	University of Novi Sad, Serbia
1.3. Date of visit	September 18, 2015
1.4 Visit completed by	 Vera Markovic, external expert for quality control
2. Introduction	
<p>This report provides an external evaluation of the International Conference WBCInno 2015, entitled “Modernization of universities through strengthening of knowledge transfer, research and innovation”. The conference was held on 18th September 2015 at the University of Novi Sad, Serbia and it was a final network event within the frame of the WBCInno TEMPUS project.</p> <p>The aim of this event was to provide an international forum for the exchange of useful information over the broad spectrum of fields covered by entrepreneurship, knowledge/technology transfer, university - business cooperation, etc. Tailored in this way, the conference was also interesting and open to the wide scientific community.</p> <p>This external evaluation of the workshop is based on several inputs:</p> <ul style="list-style-type: none"> - the insight into all workshop materials – electronically available information and materials, as well as hard-copy published materials available at the workshop - the personal attendance of the external evaluator at the workshop - discussions with conference attendees - various reports on the WBCInno web site. 	

The aim of this evaluation is to provide the project coordinator and whole consortium with an external view of the event and to emphasize strengths and weaknesses that could be taken into account at organizing similar events within the future projects.

3. Description of the event

The conference was held in the Central University Building of the University of Novi Sad. Conference duration was from 08:45 to 19:00 with three short coffee breaks and one light lunch break.

Invitation for the prospective authors together with the information material was sent early enough, on July 1st, 2015. In total, 320 participants were invited. Finalization of the agenda was on September 13th and the dates of Initial/Final participant list compilation were on August 31st/September 17th, respectively. Totally 35 papers were submitted and reviewed, with 93 authors from 8 countries. Accepted papers were presented through 21 oral presentations and 14 poster presentations. Final agenda comprised an Opening Section with invited lectures, 4 regular oral sections and one poster section.

The conference started with welcome and introductory speeches. The representative of Provincial Secretariat for Science and Technological Development, as well as the representative of the host institution welcomed the participants, following by a short special music program. After that, an invited lecture entitled “Long-term systematic efforts to develop collaboration between academic and industrial sectors (WBC-VMnet, WBCInno, IF4TM)” was given by Prof. Vesna Mandić, project coordinator. It was followed by an interesting invited presentation given by Ivan Ćosić from CEO at Plain&Hill Creative Agency: “How to make brand from yourself - Personal entrepreneurship”. Final invited lecture within the Opening session was given by Aleksandar Pajkanović, ESR at SENSEIVER FP7 project: “Knowledge and technology transfer between industrial and academic sectors – benefits for young researchers - SENSEIVER ITN”.

The focus of the first regular oral session was on innovations and university-industry cooperation. It comprised 7 presentations and discussion/conclusions, whereby the speakers included experts not only from the country but also from abroad (Mark P. Jones, Christoph Adametz, Mario Fallast, etc.). Second regular oral session was: “Modernization of education,

research and knowledge transfer processes”, involving 5 presentations, discussion and conclusions. The title of the third regular oral session was: “Policy, IPR, applied research, projects”, whereby 4 papers were presented. The session was also closed with some conclusions. Finally, fourth oral session was focused to Entrepreneurship, employment and start-ups and it comprised 5 presentations, followed by conclusions.

Because of a high number of papers, some of them were presented in the poster form. Poster session included 14 papers and they were presented at the entrance hall of the Central University Building during the time: 12:30 – 14:30.

4. Overall assessment of the conference

Overall impressions, based on above mentioned inputs, are very positive. The final conference was well organized and presented papers represent a valuable material that can be useful not only to participants but also to wider audience.

The conference was prepared very-well and on time. Preparing the conference started early enough, to enable all activities to be completed. It has to be noticed that the choice of the conference venue was excellent, since the University of Novi Sad provided very good facilities and technical support to the event.

The conference agenda was prepared carefully in order to involve all important aspects related to knowledge transfer, research and innovation. First of all, three presentations given by the invited authors during the opening section were very interesting and useful, so from the evaluator’s point of view, it can be congratulated to the conference organizers for good choice of invited speakers.

The papers presented at four regular sessions and a poster session were also of the high quality. Topics of interests related to knowledge transfer, university-industry cooperation, innovation, enhancing of the applied research at universities, entrepreneurship, related policy, etc., were covered and presented well by authors. It was really a good opportunity to share the experience in these areas, and we heard a lot of good practices and examples. The evaluator’s impression is that the speakers put much effort to prepare good presentations providing the useful information for participants. Most of presentations were followed with fruitful discussions, which demonstrated high interest of conference participants in these subjects. Concerning the authors of conference papers, the only objection is that the vast

majority were from universities, and only a few from the world of business.

The number of registered participants was 63, which is satisfying, but in evaluator's opinion this number could be greater having in mind the importance of the conference and quality of papers. The suggestion for future similar events is to spread the information and to promote the conference to a significantly wider audience.

Short discussions with a few of attendees about their general satisfaction with the conference gave a positive picture, showing that attendees were very satisfied. They claimed that the event was useful, speakers presented their papers very well, the conference covered the relevant topics to a very high extent, etc.

Last, but not the least, it should be emphasized that the Conference Proceedings and additional promo-material (bag, folder, notepad), available to all conference participants, are of the very high quality. The Conference Proceedings and separate agenda sheet were prepared technically perfect and printed in full color.

As a conclusion, the conference can be assessed as a successful event, and good impressions should encourage the WBCInno coordinating team and the Program Committee to organize similar events in the subsequent years.