

## DIN-ECO seminars to support academic and non-academic staff in terms of innovation and technology transfer

Date	Time (CET)	Topic	Presenter
Tuesday, December 12	09:00-11:00	Understanding the main processes, activities and decision points of Technology Transfer	University of Bologna, Prof. Matteo Vignoli
Wednesday, December 13	10:00-12:00	Knowledge transfer from the academic world to the industrial world – Business creation	University of Bologna, Prof. Laura Toschi
Wednesday, December 13	12:00-13:00	<i>Mentoring Session</i> Knowledge transfer from the academic world to the industrial world – Business creation	University of Bologna, Prof. Laura Toschi
Thursday, December 14	17.00-19:00	Intellectual property rights management	Ionian University, Dr Manolis Chatzigiannis
Friday, December 15	09:00-10.00	Understanding the benefits of collaboration between academia and industry	AB IED, Georgia Lalou
Monday, December 18	09.00-10.00	Research commercialization strategies	University of Nis, Prof. Milena Rajic
Wednesday December 20	14:00-15:00	Business idea formation	Mugla Sitki Kocman University, Prof. Murat Aktan
Thursday, December 21	10.00-12.00	Knowledge transfer from the academic world to the industrial world –strategies for Intellectual Property (IP) valorization and economic valuation	University of Bologna, Prof. Federico Munari
Thursday, December 21	12.00-13.00	<i>Mentoring Session</i> Knowledge transfer from the academic world to the industrial world – strategies for Intellectual Property (IP) valorization and economic valuation	University of Bologna, Prof. Federico Munari

**Link for participation**

[Access Link](#)

### *Short Bios*

Georgia is as an Architect Engineer from the Aristotle University of Thessaloniki. She holds a Master of Science degree in Urban & Regional Planning from the University of Thessaly. She has participated in several national and European projects regarding urban development, place identity, place branding, cultural & tourism planning as a research associate of the University of Thessaly and member of the Laboratory of Tourism Planning, Research and Policy of the Department of Planning and Regional Development, UTh. Since 2021, she has been working as a project & proposal manager in European calls.

Milena Rajic is an Assistant Professor in the Faculty of Mechanical Engineering, University of Nis. She has published several papers and participated in national and European projects related with innovations in Mechanical Engineering. During the DIN-ECO project, she has organized a workshop on design thinking.

Murat Aktan received his Master's degree from Otto-von-Guericke University in Germany and his Ph.D. in marketing at Marmara University, Istanbul. Dr. Aktan worked in several Turkish public universities and served as a full-time professor at Woosong University in South Korea between 2018-2019. Throughout his career, Dr. Aktan worked in multinational corporations (i.e., Novartis AG, Goodyear Tyres) and has given training and consultancy to SMEs. He has several publications in top-tier scientific journals (SSCI) along with his continuing research with global scholars. His researches mainly focus on consumer behavior and international and tourism marketing. Dr. Aktan also currently serves as an active research member in several scientific projects funded by the European Union.

Manolis Chatzigiannis is a technology transfer consultant and entrepreneurship counselor in the Technology Transfer Offices of Aristotle University of Thessaloniki and Ionian University. He is also a development programs consultant for SMEs. He is a Ph.D. Candidate in Applied Economics. His interests include entrepreneurship education, lean startup methodologies and economic research

Laura Toschi teaches Entrepreneurship and Innovation Management and serves as Deputy Director for the Executive Master in Technology and Innovation Management at Bologna Business School. She holds a PhD in Management from the University of Bologna. She has been a Visiting Scholar at Boston University, Queensland University of Technology, and a Post-Doc at the SPRU. Her main research interests include financing mechanisms for innovation, science commercialization, entrepreneurship, and social impact.

Federico Munari teaches Technology and Innovation Management. He is the Director of the First and the Second Cycle Degree of Engineering Management at the University of Bologna. He served as the Director of the Ph.D. in Management at the University of Bologna. His research interests include technology commercialization, intellectual property management, and entrepreneurial finance.

Matteo Vignoli received his Ph.D. from the University of Padua and was a Visiting Scholar at Stanford University (USA) and Ryerson University (Canada). He teaches Management Engineering and is a member of the Design Thinking ME310/SUGAR network and of the CBI initiative @ CERN. Delegate for the University of Bologna Open Innovation Initiatives @Almacube, Academic Director of various BBS Open Programs, Founder and Trustee of the Future Food Institute. Matteo's focus is "building the future" with Design Thinking Innovation. His work has appeared in Research Policy, Creativity Innovation Management, Computers & Operations Research, Production Planning & Control, and International Journal of Physical Distribution & Logistics Management.