

CURRICULUM VITAE

PROFESSOR THOMAS J. BAAKEN (Dipl.-Kfm.; Dr. rer. pol.; Dr. rer. pol. habil.; em.)

Affiliation:

FH Münster - University of Applied Sciences
Science-to-Business Marketing Research Centre
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Germany
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Homepages

Science-to-Business Marketing Research Centre:

www.science-marketing.com

MSB Münster School of Business

www.fh-muenster.de/fb9/personen/lehrende/baaken/index.php

ResearchGate:

<https://www.researchgate.net/profile/Thomas-Baaken>

GoogleScholar:

<https://scholar.google.de/citations?user=10gMN4QAAAAJ&hl=de>

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KEY ELEMENTS

Personal

Education / Academic Achievements

Scientific Career

Business Career

Publications

Editor Boards, Scientific Committees, Chairs

Conference Organiser

Referee and Reviewer

Advisory and Directory Boards

University Academic Committees

Research Grants

Academic Supervisory

Active Memberships

Languages

PERSONAL

Year of Birth: 1954, Place of Birth: Germany

EDUCATION / ACADEMIC ACHIEVEMENTS

Mar 2024 Emeritus status

Dec 2010 Habilitation in Business Administration, part. Marketing
Focus of Dissertation:
"Science-to-Business Marketing"
(venia legendi: Betriebswirtschaftslehre, insbesondere Marketing)
IHI Internationales Hochschulinstitut Zittau, TU Dresden

Dec 1986 Doctorate in Business Administration, PhD
Focus of Dissertation:
„Evaluation model in marketing and technology of innovative entrepreneurial
start up companies“ (Entwicklung eines Modell-Ansatzes zur Bewertung
innovativer technologie-orientierter Gründerunternehmen)
(summa cum laude)
FREE UNIVERSITY OF BERLIN (Freie Universität Berlin)

- Dec 1981 Dipl.-Kfm. (equiv. Master in Business Administration)
 Focus of Thesis:
 "Models for categorisation of countries in export marketing"
 (Modelle zur Länderkategorisierung im Exportmarketing)
 FREE UNIVERSITY OF BERLIN (Freie Universität Berlin)
- Jul 1975 APPRENTICESHIP combined with TECHNICAL UNIVERSITY OF AACHEN
 Machinery Engineering, Diploma as mechanic
 (Gesellenbrief als Maschinenschlosser)

SCIENTIFIC CAREER

Positions

- Oct 2020 till **Senior Professor** in Marketing, focussed onto Industrial Marketing (B-to-B
 Feb 2024 Marketing), Technology / Innovation Marketing and International Marketing
 and Market Research at Münster University of Applied Sciences, cooperative
 industrial projects.
- since Feb 2013 **"Senior International Fellow"** at VU (Vrije Universiteit) Amsterdam, NL.
- Jan 2013 till **"Member of International Innovation Research Group"** at Satakunta
 Dec 2023 University of Applied Sciences, Finland.
- Jan 2011 till **"Privatdozent"** at IHI Internationales Hochschulinstitut Zittau, TU Dresden.
 Sep 2020
- Jan 2009 till **Appointed as Guest Professor** for six years in International Marketing
 Apr 2014 Research at Christ University in Bangalore, India, Master of Business
 Administration (MBA)
- Sep 2008 till **Appointed as Adjunct Professor** for Technology Marketing and Research
 Aug 2023 Commercialisation at ECIC of The University of Adelaide, Australia
 (Full professorial rights), regularly teaching obligations (intensives and online)
 Renewed Aug 2011, 2014, 2017 and 2020
- Jan 2003 till **Visiting Professor** for Technology Marketing and Research
 Feb 2004 Commercialisation at The University of Adelaide, Australia
 Running a government funded Research project on Research
 Commercialisation at ECIC (Education Centre of Innovation and
 Commercialisation)
 and
 Nov 2004 www.ecic.adelaide.edu.au
 Sept 2005 Teaching area „Technology Transfer and Management“ and „International
 March 2006 Marketing and Market Research“ as well as “Marketing for Technology driven
 Sept 2007 Start Ups”, et al.
 Sep 2008
- Sep 2002 till **Managing Director of a Research Centre** “Science-to-Business Marketing
 Feb 2024 Research Centre” based at Münster University of Applied Sciences.
 Objectives: Applying Marketing and Technology Management models and
 instruments to Research Commercialisation, developing and testing new
 models and instruments. Strategic partners in several countries of EU, USA,
 Japan, South Africa, Mexico and Australia
 Running a series of conferences on “Science-to-Business Marketing and
 University-Business Cooperation”, 15 Conferences in 12 different countries.
www.science-marketing.com

Mar 1998 till Feb 2003	Vice Rector (Prorektor) Research and Technology Transfer at Münster University of Applied Sciences Responsible for research strategies and programs, industrial liaison, links to the European Community, technology transfer and the marketing of the university Planning and establishing a College for PhD Programs “Promotionskolleg” Planning a Learning & Teaching Centre, new ways of teaching in the University, privatisation of the Knowledge Transfer Agency (Transferagentur der Fachhochschule Münster GmbH) Member in various juries and committees of the ministry of Science, Research and Higher Education and the EU; Member of supervisory boards, advisory boards, boards of trustees
April 1991 till Sep 2020	Professor in Marketing, focussed onto Industrial Marketing (B-to-B Marketing), Technology / Innovation Marketing and International Marketing and Market Research at Münster University of Applied Sciences, Several EU projects, cooperative industrial projects
April 1990 till April 1991	Professor in Marketing and Science of Communication at Düsseldorf University of Applied Sciences
Oct 1983 till May 1987	Academic Researcher Free University Berlin (Freie Universität Berlin), Institute for Empirical Studies (Institut für Markt- und Verbrauchsforschung) in Industrial Marketing (Prof. Dr. K.-H. Strothmann) Conducted studies in the field of High-Technology Marketing, Strategic Marketing and Planning and Implementation of New Technologies, Software Marketing, Market Segmentation
Apr 1982 till Dec 1983	Academic Researcher and Consultant VDI Technology Centre, Berlin, an organisational subsidiary of the Ministry of Research and Higher Education of Germany Analysis in High Technology Markets in Europe, Advised and guided High-Technology Strategies for the state of Germany; Delegate to European Funding Programs

Teaching appointments

Freie Universität Berlin

HDK Hochschule der Künste Berlin (today: Universität der Künste)

GHK Gesamthochschule Kassel (today: Universität Kassel)

TU Berlin in Master course „Wissenschaftsmarketing“

FH Osnabrück in Master course „Wissenschaftsmanagement“ des CHE

University of Twente, Enschede, NL

The University of Adelaide, Australia (Adjunct Professorship)

Christ University, Bangalore, India (Guest Professorship)

Universidad Autónoma del Estado de Hidalgo (UAEH), Pachuca, Mexico

Nelson Mandela Metropolitan University, Pt Elizabeth, South Africa

IHI Internationales Hochschulinstitut Zittau (today: TU Dresden) (Privat Dozent)

VU (Vrije Universiteit) Amsterdam, NL (Senior International Fellow)

BUSINESS CAREER

- Apr 1987 to
Apr 1990 **Managing Director**
VDI/VDE IT TECHNOLOGY CENTER GmbH, Berlin and Kassel
(VDI = German Association of Engineers,
VDE = German Association of Electric Industry)
Head of Technology Marketing Branch and head of Subsidiary in Kassel
- Oct 1983 to
May 1987 **Consultant**
Provide studies concerned with development and implementation of market
strategies for business-to-business and high-tech companies in cooperation
with consulting firms
- Apr 1982 to
Dec 1983 **Consultant** and Academic Researcher
VDI TECHNOLOGY CENTER, Berlin
Advised and guided high-technology Marketing projects for SMEs and start-
ups

PUBLICATIONS

Publications (selected, since 2005)

- (Refereed book chapter)
Rossano, Sue; Baaken, Thomas; Orazbayeva, Balzhan; Baaken, Marieke C.; Kiel, Bert; Maas, Gideon
(2023). Social Entrepreneurship and its Competences: Implications for Higher Education. In
Research Anthology on Approaches to Social and Sustainable Entrepreneurship (pp. 783-806). New
York: IGI Global. DOI: 10.4018/978-1-6684-7593-5.ch040
- (Book Chapter)
Rossano-Rivero, Sue; Baaken, Thomas; Kliewe, Thorsten (2022). Innovationsförderung durch
Wissenschafts-Wirtschafts-Kooperationen – Tools und Praktiken für den Wissenstransfer. In:
Büdding, Bernd; Junker, Christian (Hrsg): Das Innovationsökosystem – Erfolgreiche Methoden und
Instrumente am Beispiel des Münsterlandes, (S. 153-193), Wiesbaden: Springer-Nature.
ISBN 978-3-658-36116-7; DOI <https://doi.org/10.1007/978-3-658-36117-4>
- (Refereed Book Chapter)
Baaken, Thomas; Liu, Liguang; Lapornik, Lea (2022). Bricolage and Growth Hacking - Two Smart
Concepts of Creating a Business Lacking Resources, in: Burak Erkut; Vildan Esenyel (eds.): Next
Generation Entrepreneurship, (pp. 113-130), London: IntechOpen.
ISBN 978-1-83969-132-4; DOI: 10.5772/intechopen.99391
- (Book)
Junker, Christian; Baaken, Thomas; Riemenschneider, Frank; Schmidt, Alexander; Petzold, Neele (2021):
Disruptive Innovation und Ambidextrie: Grundlagen, Handlungsempfehlungen, Case Studies.
Wiesbaden: SpringerGabler. ISBN: 978-3658341657 DOI: 10.1007/978-3-658-34166-4
- (Refereed Journal paper)
Sormani, Eva; Baaken, Thomas; van der Sijde, Peter (2021). What sparks academic engagement with
society? A comparison of incentives appealing to motives, Journal Industry & Higher Education,
DOI 10.1177/0950422221994062.
- (Refereed Journal paper)
Perusso, André; Baaken, Thomas (2020). Assessing the authenticity of cases, internships and problem-
based learning as managerial learning experiences: Concepts, methods and lessons for practice.
The International Journal of Management Education, Vol. 18, No. 3, pp. 100425.
- (Refereed Journal paper)
Baaken Thomas; Alfert, Carina; Kliewe, Thorsten (2020). Corporate Venturing – a new way of creating a
company's future, 'Optimum. Studia Ekonomiczne', Vol. 99, No. 1, pp. 3-21.
ISSN 1506-7637 <http://optimum.uwb.edu.pl>, DOI: 10.15290/oes.2020.01.99.01
- (Refereed Book Chapter)
Orazbayeva, Balzhan; Baaken, Thomas (2020). Intercultural Knowledge Transfer in Teams. In:
International Management Association (Ed.), Multicultural Instructional Design: Concepts,
Methodologies, Tools, and Applications (pp. 1262-1283). Hershey, PA: IGI Global.
ISBN13: 9781522592792, ISBN10: 1522592792, doi:10.4018/978-1-5225-9279-2.ch060

(Refereed Journal paper)

Baaken Thomas; Kliewe, Thorsten; Alfert, Carina (2020). Corporate Venturing – a new way of creating a company's future, 'Optimum. Studia Ekonomiczne', Vol. 97, No. 1, pp. 1-25.

ISSN 1506-7637 <http://optimum.uwb.edu.pl>

(Refereed Journal paper)

Orazbayeva, Balzhan; van der Sijde, Peter; Baaken, Thomas (2019). Autonomy, competence and relatedness – the facilitators of academic engagement in education-driven university-business cooperation; *Studies in Higher Education*,

ISSN 0307-5079, (DOI: doi.org/10.1080/03075079.2019.1679764)

(Book)

Kliewe, Thorsten; Kesting, Tobias; Baaken, Thomas; Plewa, Carolin (eds.) (2019). *Developing Engaged and Entrepreneurial Universities - Theories, Concepts and Empirical Findings*, Singapore: Springer Nature. ISBN: 978-981-13-8129-4 (DOI: [10.1007/978-981-13-8130-0](https://doi.org/10.1007/978-981-13-8130-0))

(Peer reviewed book chapter)

Baaken, Thomas; Baaken, Marieke C.; Burmeier, Kira; Meerman, Arno (2019). The Entrepreneurial University: Linking Endowed Chairs to Regional Economic Development. In: Kliewe, Thorsten; Kesting, Tobias; Baaken, Thomas; Plewa, Carolin (eds.): *Developing Engaged and Entrepreneurial Universities - Theories, Concepts and Empirical Findings*, (pp. 108-133), Singapore: Springer Nature. ISBN: 978-981-13-8129-4 (DOI: [10.1007/978-981-13-8130-0_5](https://doi.org/10.1007/978-981-13-8130-0_5))

(Peer reviewed book chapter)

Korff, Nisha; Plewa, Carolin; Baaken, Thomas (2019). The Role of Experience of Academics in University Engagement: Looking at University-Industry Linkages. In: Kliewe, Thorsten; Kesting, Tobias; Baaken, Thomas; Plewa, Carolin (eds.): *Developing Engaged and Entrepreneurial Universities - Theories, Concepts and Empirical Findings*, (pp. 244-261), Singapore: Springer Nature.

ISBN: 978-981-13-8129-4 (DOI: [10.1007/978-981-13-8130-0_11](https://doi.org/10.1007/978-981-13-8130-0_11))

(Peer reviewed book chapter)

Kliewe, Thorsten; Baaken, Thomas (2019). A brief History of Engaged and Entrepreneurial Universities. In: Kliewe, Thorsten; Kesting, Tobias; Baaken, Thomas; Plewa, Carolin (eds.): *Developing Engaged and Entrepreneurial Universities - Theories, Concepts and Empirical Findings*, (pp. 18-33), Melbourne: Springer Science+Business Media. ISBN: 978-981-13-8129-4 (DOI: [10.1007/978-981-13-8130-0_1](https://doi.org/10.1007/978-981-13-8130-0_1))

(Peer reviewed book chapter)

Baaken, T. (2019). Dashboards in der B2B-Kundenkommunikation. In: Schäffer-Poeschel: Purle Enrico, Steimer Susanne, Hamel Marko (Hrsg.). *B2B Toolbox für den Vertrieb – Ein systematischer Werkzeugkasten für den Kundenerfolg* (pp. 120-129). Stuttgart: Schäfer Pöschel. ISBN 978-3-7910-4450-7

(Peer reviewed book chapter)

Kliewe, Thorsten; Alfert, Carina; Baaken, Thomas (2019). Corporate Venture Management und Entrepreneurial Marketing. In: Rumler, Andrea & Stumpf, Marcus (Hrsg.), *Entrepreneurial Marketing, PraxisWISSEN Marketing*, (S. 16-30), Berlin: UNI-Edition. DOI [10.15459/95451.28](https://doi.org/10.15459/95451.28)

(Peer reviewed book chapter)

Baaken, Thomas (2019). Strategien zur Entwicklung der Zusammenarbeit von Wissenschaft und Wirtschaft - Insights in Science Marketing, Barrieren und Treiber, Anreizsysteme und Nudges. In: Merten, Wolfgang; Knoll, Thorsten (Hrsg.), *Handbuch Wissenschaftsmarketing* (S. 195-211), Wiesbaden: Springer Nature. https://doi.org/10.1007/978-3-658-25353-0_7; ISBN: 978-3-658-25353-0

(Peer reviewed book chapter)

Rossano, Sue; Baaken, Thomas; Orazbayeva, Balzhan; Baaken, Marieke C.; Kiel, Bert; Maas, Gideon (2019). Social Entrepreneurship and its Competences: Implications for Higher Education. In Saíz, Manuel José (ed.): *Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics* (pp. 99-122). New York: IGI Global.

(DOI: [10.4018/978-1-5225-8939-6.ch006](https://doi.org/10.4018/978-1-5225-8939-6.ch006))

(Refereed Journal paper)

Petzold, Neele; Landinez, Lina, Baaken, Thomas (2019). Disruptive Innovation from a Process View. A Systematic Literature Review. *Creativity and Innovation Management Journal*, *Creativity and Innovation Management*, 28(1), 1-18. (DOI: [10.1111/caim.12313](https://doi.org/10.1111/caim.12313))

(Report)

Davey, Todd; Baaken, Thomas; Galán-Muros, Victoria; Meerman, Arno; Orazbayeva, Balzhan; Rossano, Sue; Troutt, María Paula; Melonari, Mihai (2018). *The State of German University-Business Cooperation*. Report for the European Commission, Brussels: Publications Office of the EU. (DOI: [10.13140/RG.2.2.32842.62405](https://doi.org/10.13140/RG.2.2.32842.62405))

(Report)

Baaken, Thomas; Meerman, Arno; Kusio, Tomasz; Davey, Todd; Orazbayeva, Balzhan; Galan-Muros, Victoria (2018): The State of Polish University-Business Cooperation. Report for the European Commission, Brussels: Publications Office of the EU.
(DOI: 10.13140/RG.2.2.12592.00007)

(Report)

Davey, Todd; Meerman, Arno; Galan-Muros, Victoria; Orazbayeva, Balzhan; Baaken, Thomas (2018): The State of University-Business Cooperation in Europe, Report for the European Commission, Brussels: Publications Office of the European Union.
ISBN: 978-92-79-80971-2 (DOI: 10.2766/676478)

(Report)

Bernecker, Michael; Baaken, Thomas; Enke, Margit (2018): Performance Marketing im internationalen Forschungsmarketing, Berlin: Bundesminister für Bildung und Forschung.

(Refereed Conference Paper)

Sormani, Eva; Baaken, Marieke; Baaken, Thomas; Okamoto, Sanae (2018): The Potential of Nudging for the Engaged University. Conference paper on the UIIN University-Industry-Innovation Conference, 22. June 2018. Proceedings: London, UK.

(Refereed Book Chapter)

Baaken, Thomas; Kliewe, Thorsten; Alfert, Carina; Hagdorn, Christian; Schneider, Ariane (2018): Service Business Development through Business Model Innovation – A Review of the Robin Hood and Ingredient Branding Business Models. In: Bruhn, Manfred; Hadwich, Karsten (eds): Service Business Development, (pp. 519-542). Wiesbaden: Springer Gabler.
ISBN: 978-3-658-22425-7 (DOI: 10.1007/978-3-658-22426-4_22)

(Refereed Journal paper)

Gerstlberger, Wolfgang; Kesting, Tobias; Baaken, Thomas (2018): A benefit segmentation approach for innovation-oriented university-business collaboration. International Journal of Technology Management, 76(1/2), 58-80.
(DOI 10.1504/IJTM.2018.088702) ISSN online: 1741-5276; ISSN print: 0267-5730

(Refereed Conference paper)

Baaken, Thomas; Alfert, Carina; Meerman, Arno (2017). Comparison and Evaluation of Different Teaching and Learning Frameworks on the Potential of University Business Cooperation Projects Involving Students. ICERI2017 Proceedings, 10th International Conference of Education, Research and Innovation, 16th-18th November, 2017 Seville, SPAIN, 7701-7704.
ISBN: 978-84-697-6957-7, ISSN: 2340-1095

(Refereed Journal paper)

Alfert, Carina; Baaken, Thomas (2017). Success Factors for Innovation in B2B Services. International Journal of Business and Social Science, 8(7), 180-189.
ISSN 2219-1933 (Print), 2219-6021 (Online)

(Refereed Conference paper)

Laine, Kari; Baaken, Thomas; Leino, Mirka; Teczke, Janusz; Sedlak, Piotr (2017). Case Studies on Teachers' and Students' roles in University-Business Collaboration, In: Proceedings UIIN University-Industry-Innovation-Network Conference 2017; Dublin, Ireland.

(Refereed Journal paper)

Kliewe, Thorsten; Baaken, Thomas; Kesting, Tobias (2016). Developing University-Business Cooperation through Evidence-based Management: A German Case. International Journal of E-Entrepreneurship and Innovation (IJEEI), 6(2), 1-20.
(DOI: 10.4018/IJEEI.2016070101)

(Refereed Journal paper)

Baaken, Thomas; von Hagen, Friederike; Orazbayeva, Balzhan; Riemenschneider, Frank (2016): Involving Bachelor and Master Students in Industry Projects – The Triple Win Education. In: Educational Alternatives, 14(1), pp. 34-48.
(ISSN online: 1314-7277)

(Book Chapter)

Rossano, Sue; Baaken, Thomas (2016): Entrepreneurship in Latin America: A closer look to alternative approaches to foster innovation and entrepreneurship in the region. In: Baaken, Thomas; Rossano, Sue (eds): Entrepreneurship in Latin America, Science-to-Business Marketing, Münster, pp. 13-21.
(ISBN: 978-3-938137-83-3)

(Book)

Baaken, Thomas; Rossano, Sue (2016): Entrepreneurship in Latin America, Science-to-Business Marketing, Münster.
(ISBN: 978-3-938137-83-3)

(Book Chapter)

Baaken, Thomas; Rossano, Sue (2016): Academic Entrepreneurship: A Science-to-Business Marketing Perspective. In: Badillo-Vega, Rosalba; Raesfeld, Lydia; Pineda Olivieri, Jesús; Galán-Muros Victoria (eds): Knowledge and Technology Transfer in Mexico and Germany, Edition: GET-IN 2015, Universidad Autónoma del Estado de Hidalgo, Mexico. pp.99-115. (ISBN: 978-607-482-480-3)

(Refereed Conference Paper)

Orazbayeva, Balzhan; Baaken, Thomas; Meerman, Arno (2016): Intercultural Knowledge Transfer in Teams. Findings based on a Case Study. In: Callaos, N.; Hashimoto, S.; Horne, J.; Sánchez B.; Szabo White, M. (eds): Proceedings of the 20th World Multi-Conference on Systemics, Cybernetics and Informatics, Orlando, Florida, USA, pp. 190-195. (ISBN-13: 978-1-941763-43-8)

(Refereed Book Chapter)

Baaken, Thomas; Kiel, Bert; Rossano, Sue; Baaken, Marieke; Maas, Gideon (2016): Competencies in Entrepreneurship – Teaching Entrepreneurship in Higher Education from a new angle. In: Saíz, Manuel José (ed.): Handbook of Research on Social Entrepreneurship and Solidarity Economics, New York: IGI. pp. 154-173. (ISBN: 978-152-25-0097-1), DOI: 10.4018/978-1-5225-0097-1.ch009

(Refereed Book Chapter)

Baaken, Thomas; Davey, Todd; Rossano, Sue (2016): Marketing - Making a Difference for Entrepreneurial Universities. In: Plewa, C.; Conduit, J. (Eds.): Making a Difference Through Marketing - A Quest for Diverse Perspectives, Springer Science and Media Singapore, pp. 247-265. (ISBN 978-981-10-0462-9), DOI: 10.1007/978-981-10-0464-3_18

(Guest Editors Special Issue)

Guest Editors: Pavlin, Samo; Kesting, Tobias; Baaken, Thomas (2016): Integrating Higher Education and University–Business Cooperation: synergies, potential and challenges, European Journal of Education, Vol. 51; Nr. 1. (ISSN print: 0141-8211 ISSN Online: 1465-3435)

(Refereed Journal Article)

Pavlin, Samo; Kesting, Tobias; Baaken, Thomas (2016): An Integrative View on Higher Education and University-Business Cooperation in the Light of Academic Entrepreneurship, European Journal of Education, Vol. 51, No. 1, pp. 3-9. (ISSN print: 0141-8211 ISSN Online: 1465-3435)

(Refereed Journal Article)

Rossano, Sue; Meerman, Arno; Kesting, Tobias; Baaken, Thomas (2016): The Relevance of Problem-Based Learning for Policy Development in University-Business Cooperation, European Journal of Education, Vol. 51, No. 1, pp. 40-55. (ISSN print: 0141-8211 ISSN Online: 1465-3435), DOI: 10.1111/ejed.12165

(Refereed Journal Article)

Baaken, Thomas; Rossano, Sue; von Hagen, Friederike; Davey, Todd; Meerman Arno (2015): University-Business Cooperation and Entrepreneurship at Universities – An empirical based comparison of Poland and Germany; 'Optimum. Studia Ekonomiczne', Vol. 77, No. 5, pp. 3-26. (ISSN 1506-7637 <http://optimum.uwb.edu.pl>), DOI: 10.15290/ose.2015.05.77.01

(Refereed Journal Article)

Galan-Muros, Victoria; van der Sijde, Peter; Groenewegen, Peter; Baaken, Thomas (2015): Nurture over Nature: How do European Universities Support their Collaboration with Business?, The Journal of Technology Transfer, 40(1), 1-22. (ISSN: print 0892-9912 ISSN online 1573-7047), DOI: 10.1007/s10961-015-9451-6

(Guest Editors)

Kesting, Tobias; Kliewe, Thorsten; Baaken, Thomas (2015), Special Issue on Impact in University-Business Cooperation, International Journal of Technology Transfer and Commercialisation, Vol. 13, No. 1/2. (ISSN print: 1470-6075; ISSN online: 1741-5284)

(Refereed Journal Article)

Kesting, Tobias; Kliewe, Thorsten; Baaken, Thomas (2015): Impact in university-business cooperation – theoretical perspectives and future directions, in: International Journal of Technology Transfer & Commercialisation (IJTTC); Vol. 13, No. 1/2, pp. 1-9. (ISSN print: 1470-6075; ISSN online: 1741-5284)

(Book Chapter)

Rossano-Rivero, Sue; Baaken, Thomas; Badillo-Vega, Rosalba (2015): Issues in Knowledge and Technology Transfer in Latin America, in: Badillo-Vega, R.; Galán-Muros, V.; Raesfeld, L.; Baaken, T. (eds): Change to Success - Case Studies of Latin American Universities on solutions for promoting innovation in knowledge and technology transfer, Waxmann, Münster/New York, pp: 23-33.

(ISBN-print: 978-3-8309-3319-9; ISBN-eBook: 978-3-8309-3319-4)

(Book)

Badillo-Vega, Rosalba; Galán-Muros, Victoria; Raesfeld, Lydia; Baaken, Thomas; Rossano-Rivero, Sue; Villarreal-Castro, Milton (eds.) (2015): Change to Success - Case Studies of Latin American Universities on solutions for promoting innovation in knowledge and technology transfer, Waxmann, Münster/New York.

(ISBN-print: 978-3-8309-3319-9; ISBN-eBook: 978-3-8309-3319-4)

(Refereed Journal Article)

Baaken, Thomas; Kiel, Bert; Kliewe, Thorsten (2015): Real World Projects with Companies Supporting Competence Development in Higher Education, International Journal of Higher Education, Vol. 4, No. 3, pp. 129-139.

(ISSN 1927-6044; E-ISSN 1927-6052)

(Book)

Baaken, Thomas; Teczke, Janusz (2014) (eds): Managing Disruption and Destabilisation, Cracow.

(ISBN Poland 978-83-937642-3-5 ISBN Germany 978-3-938137-49-9)

(Book Chapter)

Baaken, Thomas; Teczke, Janusz (2014): Managing Disruptive Change by Partnering, in: Baaken, T.; Teczke, J. (eds): Managing Disruption and Destabilisation, Cracow, pp. 129-142.

(ISBN Poland 978-83-937642-3-5 ISBN Germany 978-3-938137-49-9)

(Book Chapter)

Baaken, Thomas; Davey, Todd; Galan Muros, Victoria; Meerman, Arno; von Hagen, Friederike (2014): A Comparison of the State of University Business Cooperation in Germany and Poland, in: Baaken, T.; Teczke, J. (eds): Managing Disruption and Destabilisation, Cracow, pp. 261-280.

(ISBN Poland 978-83-937642-3-5 ISBN Germany 978-3-938137-49-9)

(Refereed Journal Article)

Kliewe, Thorsten; Davey, Todd; Baaken, Thomas (2013): Creating a sustainable innovation environment within large enterprises: a case study on a professional services firm, in: Journal of Innovation Management (JIM), Vol. 1, No. 1, pp. 55-84.

(ISSN 2183-0606)

Kliewe, Thorsten; Meerman, Arno; Baaken, Thomas; van der Sijde, Peter (eds.) (2013): University-Industry Interaction: Challenges and Solutions for Fostering Entrepreneurial Universities and Collaborative Innovation. Proceedings of the UIIN/Science-Marketing/VU University-Industry Interaction Conference, Amsterdam.

(ISBN 978-90-820668-4-5)

(Refereed Journal Article)

Plewa, Carolin; Korff, Nisha; Baaken, Thomas; MacPherson, Greg (2013): University-Industry Linkage Evolution: An Empirical Investigation of Relational Success Factors, in: R&D Management (RDM), Vol. 43, No. 4, pp. 365-380.

(ISSN 1467-9310)

Baaken, Thomas; Meerman, Arno; Neuvonen-Rauhala, Marja-Liisa; Davey, Todd; Lähdeniemi, Matti; Ahonen, Timo; Kliewe, Thorsten (eds) (2013): Entrepreneurial Universities, Proceedings of the 12th International Conference on Science-to-Business Marketing and Research Commercialisation, Münster.

(Vol 1: ISBN: 978-3-938137-28-4), (Vol 2: ISBN: 978-3-938137-29-1)

(Refereed Book Chapter)

Baaken, Thomas (2013): Science-to-Business Marketing, in: Hofbauer, G.; Pattloch, A.; Stumpf, M. (Hrsg.): Marketing in Forschung und Praxis, Berlin, S. 869-894.

(ISBN: 3942171988)

(Refereed Journal Article)

Awarded as one of the 5 most highly cited papers published in Journal of Engineering and Technology Management by ELSEVIER in January 2017:

Plewa, Carolin; Rampersad, Giselle; Johnson, Claire R.; Baaken, Thomas; MacPherson, Greg; Korff, Nisha (2013): The Evolution of University-Industry Linkages – A Framework, in: Journal of Engineering and Technology Management (JETM), Vol. 30, No. 1, pp. 21-44.

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Presentations (selected, since 2005)

"Lessons Learned from 20 Years of Regional Development Science and Boundary Spanning!", Vortrag auf der UIIN University Industry Innovation Network 9.-11.05.2023, am 11.05.2023, in Budapest, Hungary.

"Identifying new Potential: Cooperation opens up the Future!", Key Note-Vortrag auf dem Regional Think Tank "Regionalentwicklungskonzept Zukunft Triple L+T" of four communities in Kreis Steinfurt, am 03.05.2023, in Lengerich.

"Lessons Learned from 20 Years of Boundary Spanning", Vortrag auf der High Tech Small Firms HTSF Conference 2022 "The Path to Excellence in Knowledge-Based Entrepreneurship" in Cooperation with "Science-to-Start-up Convention" 9.-11.11.2022, am 11.11.2022 in Münster.

Together with Sue Rossano-Rivero "University-Business Collaboration from the Students' Perspective: An Empirical Evaluation of Company Projects", Vortrag auf der UIIN University-Industry-Intercation Conference, am 14.06.2022, in Amsterdam, NL.

"University-Business Cooperation - SMEs and Startups", Key Note-Vortrag auf dem 3. International Think Tank "The Future of Small Businesses" des International Centre for Transformational Entrepreneurship (ICTE), am 19.05.2022, in Coventry, UK.

Together with Eva Sormani, Marieke Baaken und Iulia Stroila "Nudging in the Context of Fostering Student Entrepreneurship as Part of the Third Mission of Higher Education Institutions", Vortrag auf der High Tech Small Firms HTSF Conference 2019, am 27.06 2019 in Enschede, NL.

Together with Carina Alfert, Bart Bossink, Thorsten Kliewe "Linking corporate venturing and effectuation in established organizations", Vortrag auf der High Tech Small Firms HTSF Conference 2019, am 27.06 2019 in Enschede, NL.

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Together with Carina Alfert und Thorsten Kliewe "Corporate Venturing – a new way of creating a company's future.", Vortrag auf der International Conference Institutional Conditions for an Innovative Development of a Contemporary Economy, 24.05.2019, Vilnius, Lithuania.

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"Innovation Ecosystems + Coporate Venturing - The concepts of Effectuation, Causation and Bricolage", Vortrag auf dem 2. International Think Tank des International Centre for Transformational Entrepreneurship (ICTE) "The Importance of Innovation in Transformational Entrepreneurship", Coventry University, am 26./27.03 2019, in Coventry, UK..

Together with Sue Rossano und André Perusso "Adaptive Learning Methodologies in Education within the Context of University-Industry Cooperation", Vortrag auf der 11th Annual International Conference of Education, Research and Innovation ICERI, am 12./14.11.2018 in Seville, ES.

"The State of University-Business Cooperation in Poland", Vortrag auf VIII Annual Conference of Polish Management Chairs – Management Sciences Yesterday – Today - Tomorrow; Cracow University of Economics, am 08.09.2018 in Cracow, PL.

- "Science-to-Business Marketing – ein innovativer Ansatz zur Entwicklung der Zusammenarbeit Wissenschaft-Wirtschaft", Keynote Vortrag auf dem HÜF Seminar 12.005 der Forschungs- und Technologiereferenten NRW – Erfahrungsaustausch, am 07.09.2018 in Herdecke.
- Together with Friederike von Hagen "Challenge centered Teaching and Learning Concepts: Including real World Projects for SMEs into the Curriculum", Vortrag auf ICTIS / S2B International Conference - the 4th Indonesian Conference on Technology, Innovation, Society and Science-to-Business, am 26.07.2018 in Padang, Indonesia.
- "Science-to-Business Marketing a Breakthrough to Technology Transfer", Vortrag auf ICTIS / S2B International Conference - the 4th Indonesian Conference on Technology, Innovation, Society and Science-to-Business, am 25.07.2018 in Padang, Indonesia.
- Together with Marieke Baaken "University Business Cooperation and Regional Development: The Instrument of Foundation Professorships for SMEs", Vortrag auf dem HTSF Conference, VU Vrije Universiteit Amsterdam, am 27./28.03 2018, in Amsterdam, NL.
- Together with Eva Sormani, Marieke Baaken und Sanae Okamoto "The Potential of Nudging for the Engaged University", Vortrag auf der UIIN University-Industry-Intercation Conference, am 21./22.06 2018, in London, UK
- "The Role of Eco Systems in Entrepreneurship & UBC", Vortrag auf dem First Internatiopnal Think Tank on Transformational Entrepreneurship, Coventry University, am 27./28.03 2018, in Coventry, UK.
- "Future Science-to-Business Impact of Cuban Universities", Vortrag auf dem Kongress Universidad 2018, 11mo Congreso Internacional de Education Superior am 14.02.2018 in Havana, Cuba.
- "Science Marketing as a powerful Approach to Increase societal wealth", presentation to the Faculty of Universidad Tecnológica de La Habana José Antonio Cujae, am 13.02.2018 in Havana, Cuba.
- "The State of University-Business Cooperation in Germany", presentation to the European Commission, 14.12.2017 in Brussels, Belgium.
- Together with Carina Alfert und Arno Meerman „Comparison and Evaluation af Different Teaching and Learning Frameworks on the Potential of University Business Cooperation Projects Involving Students“. Vortrag auf der 10th International Conference of Education, Research and Innovation ICERI, am 16.11.2017 in Seville, ES.
- Together with Mihai Melonari und Arno Meerman "Valorisation of Teaching and Research Activities: An Underdeveloped Field", presentation on the 10th International Conference of Education, Research and Innovation ICERI, am 16.11.2017 in Seville, ES.
- "Study on the Cooperation Between HEIs and Companies in Europe", Presentation to HE Leadership and Management Programme (HELM) Ethiopia Transfer oriented Qualification on Higher Education Leadership and Management – capacitating the top level leaders of Ethiopian universities, am 17.08.2017 in Münster.
- "Das S2B-Kaleidoskop – ein innovativer Ansatz zur Entwicklung der Zusammenarbeit Wissenschaft und Wirtschaft", Gastvortrag im Masterprogramm „Wissenschaftsmanagement und -marketing“ der TU Berlin, am 22.07.2017 in Berlin.
- "Case Studies on Teachers' and Students' roles in University-Business Collaboration", paper presentation on the UIIN Dublin University-Industry Interaction Conference, am 09.06.2017 in Dublin, IR.
- "Science Marketing and Science Communication", Presentation to the "KTI - Kommission für Technologie und Innovation" der Schweizer Eidgenossenschaft auf dem Workshop des Institut für Verbands-, Stiftungs-und Genossenschafts-Management (VMI) der Universität Bern, am 06.04.2017 in Bern, CH.
- "Insights from the State of European University-Business Cooperation Study (2016-2017)", Presentation on the UB Forum of the European Commission, am 06.04.2017 in Brussels, B.
- "Science-to-Business Marketing - Applying Marketing to Technology Transfer", Pre-presentation on the Professional Development Programm Workshop to the Delgation of Chile, am 28.03.2017 in Münster.

- "Science Marketing The Science Marketing Approach for Knowledge and Technology Transfer", Presentation to the HE Leadership and Management Programme (HELM) Ethiopia - Transfer oriented Qualification on Higher Education Leadership and Management – capacitating the top level leaders of Ethiopian universities, am 09.03.2017 in Münster.
- Together with Friederike von Hagen "Projects with Students for Companies A Reflection on 15 Years of Experience", Presentation on the UIIN Asia-Pacific Conference: The University-Industry Engagement Conference, am 16.02.2017 in Adelaide, Australia.
- "Science-to-Business Marketing - Complementing Technology Transfer by a pull approach", Presentation on the Pre Conference Workshop S2B Marketing at UIIN Asia-Pacific Conference: The University-Industry Engagement Conference, am 15.02.2017 in Adelaide, Australia.
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- "Science-to-business marketing - The Science-to-Business Marketing approach for Knowledge and Technology Transfer", Vortrag auf dem GetIn 2016 Delegationsbesuch der CONACYT, Mexiko, am 25.10.2016 in Münster.
- Together with Friederike von Hagen "Involving Bachelor and Master Students in Industry Projects - The Triple Win Education", Vortrag auf der 7th International Conference "Education, Research & Development", am 05.09.2016 in Burgas-Elenite, Bulgaria
- Together with Sue Rossano "Entrepreneurship in Latin America", Buchvorstellung und Vortrag im Rahmen der 29. Feria Universitaria del Libro der Universidad Autónoma del Estado de Hidalgo, am 29.08.2016 in Pachuca, Mexico.
- "The Engaged University - A Triple-WIN to Serve Society and Economy by Linking Academia and Business in Education. Integrating Companies in Teaching", Vortrag im Rahmen der 29. Feria Universitaria del Libro der Universidad Autónoma del Estado de Hidalgo, am 29.08.2016 in Pachuca, Mexico.
- "Modern University-Industry Cooperation – 7 new Strategies in UBC Innovation", Key Note Vortrag im Rahmen des 12th International MBA Congress, Cracow School of Business der Cracow University of Economics, am 13.05.2016 in Krakau, Polen.
- "Forschungsmarketing: Communication is shouting - Marketing is listening", Vortrag im Rahmen des Instituts-Seminars Fraunhofer-Institut für Naturwissenschaftlich-Technische Trendanalysen (INT), am 13.01.2016 in Euskirchen.
- "Linking academia and business through entrepreneurship education - the win-win-win benefits of integrating company projects in teaching", Key Note on the CIAKLII "Creativity meets Business Conference - Entrepreneurial Thinking and Acting in Creative Industries", hosted by ifm, am 26.11.2015 in Cologne.
- "How to get Universities closer to Markets", presentation on the "HEInnovate Workshop", European Commission, held at: TechnologieTransferAgentur, Münster University of Applied Sciences, am 29.10.2015 in Münster.
- "Business Model Creation and Business Model Canvas", presentation within the FP7 project "FP4BATIW project - Fostering partnerships for the implementation of best available technologies & management in the Mediterranean" am 27.10.2015 in Tunis/Susah, Tunisia.
- Together with Friederike von Hagen "Tools and approaches in S2B Marketing to market research findings", presentation within the FP7 project "FP4BATIW project - Fostering partnerships for the implementation of best available technologies & management in the Mediterranean" am 26.10.2015 in Tunis/Susah, Tunisia.
- "Internationale Marktforschung im Maschinen- und Anlagenbau - Herausforderungen und Lösungen", Vortrag im VDMA-Ausschuss Marketing, zu Gast bei Bernd Münstermann GmbH & Co. KG, am 16.09.2015 in Telgte.

- "What B2C Marketing can learn from B2B Marketing and vice versa", Dinner speech at MarketingBEEF (Meet&Meat) für Zerenko Industrial Branding im Restaurante Rosso am 03.09.2015 in Linz, Austria.
- "The STP-Strategy - Segmenting, Targeting, Positioning - in the Marketing of Science", presentation in the "Science Marketing" track on UIIN 2015 University-Industry Interaction Conference, am 26.06.2015 in Berlin.
- "How entrepreneurial universities get their competencies and knowledge closer to market", Key note Vortrag auf der Konferenz "An entrepreneurial university and its role in the regional Triple Helix model" der Triple Helix Gesellschaft, am 19.06.2015 an der Universität Białystok in Białystok, Poland.
- "Mehr Effizienz im Touchpoint-Management – Das Touchpoint Radar", Eröffnungsvortrag auf der Tagung "CMO Sumwith Heise Media: Marketing 3.0 – multimedial, emotional und vernetzt", bei Heise Media, am 18.06.2015 in Hannover.
- "New Frontiers of University-Industry Interaction", Gastvortrag an der University of Messina, am 03.02.2015 in Messina, Italien.
- "Hybride Wertschöpfung – Potenziale innovativer Geschäftsmodelle durch Produkt-Service-Integration", Vortrag auf dem Workshop PUSH – Erfolg durch Produkt-Service Kombinationen, am 28.01.2015 im Stadtschloss in Coesfeld.
- Together with Janusz Teczke "Managing Disruption and Destabilisation", Vortrag im Rahmen der Tagung „Management in Times of Change and Inconsistency“ an der Wirtschaftsuniversität Krakau, am 05.12.2014 in Krakau, Polen.
- "Science-to-Business Marketing - new approaches to successful technology and knowledge transfer", Presentation to d-PoLiTaTE Consortium, Universidad Autónoma del Estado de Hidalgo am 08.10.2014 in Pachuca, Mexico.
- "Münster University of Applied Sciences: The Partnering Institution", Vortrag auf der 2014 UIIN ENTREPRENEURIAL UNIVERSITIES GOOD PRACTICE EVENT – "Facilitating interaction, Creating cooperation", am 30.09.2014 in Madrid, Spain.
- "A Good PhD is a Done PhD", Vortrag auf dem Doktorandensymposium der FH Münster und HS Osnabrück, am 26.09.2014, in Münster.
- "Modern Knowledge Transfer needs Metrix", Eröffnungsvortrag auf der Abschlusskonferenz "UniTransfer" im Rahmen der „2. National Conference on Innovation“, am 12.09.2014 in San José, Costa Rica.
- "Communication is Shouting – Marketing is Listening", Key Note auf der 13th International Science-to-Business Marketing Conference "Cross-Organisational Value Creation", Winterthur/Zürich, am 04.06.2014 in Winterthur, Swiss.
- "Identifying market potential and business opportunities", Vortrag auf der 13th International Science-to-Business Marketing Conference "Cross-Organisational Value Creation", Winterthur/Zürich, am 03.06.2014 in Winterthur, Swiss.
- Together with Friederike von Hagen und Kerstin Linnemann "Creative Coupling - a key opportunity for success in transfer", Vortrag auf der 2014 UIIN University-Industry-Interaction Conference, am 24.04.2014 in Barcelona, Spain.
- "Innovating by "Creative Coupling" and "Hybrid Value Creation", Vortrag im UniTransfer Project of DIES Program (Dialogue on Innovative Higher Education Strategies) of DAAD and German Rectors Conference, an der Universidad Autónoma del Estado de Hidalgo UAEH, am 17.03.2014 in Pachuca, Mexico.
- "Wirtschafts-Wissenschafts-Kooperationen als Erfolgsfaktor im Employer Branding", Festvortrag auf der Stipendienfeier der Fachhochschule Münster, am 08.03.2014 in Münster.
- "Science-to-Business Marketing and Research Commercialisation - new approaches to successful technology and knowledge transfer", Vortrag im Projekt d-PoLiTaTE der Europäischen Kommission (Alfa3) am 15.11.2013 an der Universidad de Buenos Aires, Argentina.
- "Wirtschafts-Wissenschaftskooperationen - Chancen und Risiken", Vortrag bei der ECCA-Gruppe Deutschland e.V., am 07.11.2013 in Düsseldorf.

- "Challenges in University-Business Cooperation", Vortrag im Modul "Structures in University-Business Cooperation and Technology Transfer", UniTransfer Project of DIES Program (Dialogue on Innovative Higher Education Strategies) of DAAD and German Rectors Conference, am Tec Costa Rica, am 30.09.2013 in Cartago, Costa Rica.
- "Strategies to create University-Industry Partnerships", Gastvortrag am Tec Costa Rica, Sede de San Carlos, CTEC, am 24.09.2013 in San Carlos, Costa Rica.
- together with Todd Davey, Victoria Galan-Muros und Arno Meerman "Unternehmergeist in der Hochschule", Vortrag an der "Wissenbar im Schlauraum Münster", Stadt der Wissenschaften 2013, am 10.06.2013 in Münster.
- "Science-to-Business Marketing - a different approach to technology and knowledge transfer", Vortrag & Workshop an der Vrije Universiteit Amsterdam, Faculteit der Sociale Wetenschappen, am 27.05.2013 in Amsterdam, Niederlande.
- "International Marketing Research - Options and Benefits", Vortrag an der Christ University, am 07.03.2013, Bangalore, India.
- "Science-to-Business - Knowledge and Technology Sharing. University as an Enabler towards Strategic University-Industry Partnership", Vortrag auf dem THIRD ASEM UNIVERSITY-BUSINESS FORUM 2012 "DRIVING INNOVATION", PUTRA WORLD TRADE CENTRE, am 05/06.11.2012 in Kuala Lumpur, Malaysia.
- "Study on the Cooperation Between HEIs and Public and Private Organisations in Europe", Vortrag auf dem THIRD ASEM UNIVERSITY-BUSINESS FORUM 2012 "DRIVING INNOVATION", PUTRA WORLD TRADE CENTRE, am 05/06.11.2012 in Kuala Lumpur, Malaysia.
- "La vinculación de las instituciones de educación superior con su entorno económico en el contexto internacional Alemania, Centroamérica y México", Buchpräsentation auf der Buchmesse "25 Feria Universitaria del Libro FUL" der Universidad Autónoma del Estado de Hidalgo (UAEH), am 25.08.2012 in Pachuca, Mexiko.
- "La vinculación de las instituciones de educación superior con su entorno económico en el contexto internacional Alemania, Centroamérica y México", Buchpräsentation an der Tecnológico de Costa Rica am 20.08.2012 in San José/Cartago, Costa Rica.
- "Wissenschaftstransfer zu Unternehmen - oder - Science-to-Business Marketing?", Vortrag auf dem Science Sailing Workshop „Wende als Chance“, Ernst-Moritz-Arndt-Universität Greifswald, 12. Juli 2012 in Greifswald.
- "S2B Science-to-Business als Innovatives Geschäftsmodell", Vortrag auf dem Workshop "Hanse Business Reloaded" auf dem 32. Internationalen Hansetag, am 28.06.2012 in Lüneburg.
- "Organisational Innovation in HEIs: Science Marketing vs Technology Transfer", Vortrag an der Vrije Universiteit Amsterdam, Faculteit der Sociale Wetenschappen, am 08.06.2012 in Amsterdam, Niederlande.
- "The Concept of Science Marketing", Gastvortrag an der Uniwersytet Ekonomiczny W Krakowie, am 26.05.2012 in Cracow, Poland.
- "Cross-Border Technology Transfer", Vortrag auf der 2nd German-Russian Day of Knowledge and Technology Transfer "Innovationstream – Pipeline for Knowledge and Technology Transfer", INP Greifswald, am 24.05.2012, in Greifswald.
- "Insights and Results of a Recent Study on University-Business Cooperation (UBC) in Europe", Vortrag auf der Konferenz VI Международный Форум ОТ НАУКИ К БИЗНЕСУ (Forum from Science to Business), am 17.05.2012, St. Petersburg, Russia.
- Together with Friederike von Hagen "Science-to-business Marketing as a real world case of UAEH in Mexico", Vortrag auf der 11th International Conference on Science-to-Business Marketing and 5th FinPin Conference "Entrepreneurial Universities" am 27.04.2012 in Münster.
- Together with Todd Davey und Victoria Galàn Muros "Results of a Major Study on the Cooperation between Higher Education Institutions and public/private Organisations", Conference, European Commission MADOU, am 20.03.2012 in Brüssel, Belgien.
- "International Marketing Research- Options and Benefits", Vortrag im MBA Programme der Christ University Bangalore, am 09.03.2012, Bangalore, Indien.

- "Global Marketing Management", Vortrag (in Englisch) am IHI Zittau, am 25.02.2012 in Zittau.
- "Marketing in der Praxis", Vortrag vor Vertretern der regionalen Industrie und Doktoranden des IHI Zittau im Seminar "Marketing in Praxis und Wissenschaft", Prof. Dr. Harland, am 24.02.2012 in Zittau.
- "Science-to-Business Marketing - a new approach to technology and knowledge transfer", Vortrag auf dem Alumni-Seminar des DAAD (Deutscher Akademischer Austauschdienst) am 3.12.2011 in Guadalajara, Mexiko.
- Buchpräsentation "La vinculación de las instituciones de educación superior con su entorno económico en el contexto internacional Alemania, Centroamérica y México", Vortrag am 04.12.2011 auf der Buchmesse FIL in Guadalajara, Mexiko.
- "Science-to-Business Marketing - a new approach to technology and knowledge transfer", Vortrag an der Universidad Autónoma del Estado de Hidalgo (UAEH), am 02.12.2011 in Pachuca, Mexiko.
- "Kooperationsprojekte und -modelle zwischen Hochschulen und regionaler Wirtschaft: Science-to-Business", Vortrag auf dem Symposium „Strategien der Kooperation Hochschule-Wirtschaft“ des IT-Forum Nord Westfalen, am 24.11.2011 in Münster.
- "Models of Collaborative Research and Science Marketing", Vortrag auf der Konferenz "EUIMA-Collaborative Research" der European University Association (EUA) in collaboration with CESAER Network, Politecnico di Torino am 09.11.2011 (08.-09.11.2011) in Turin, Italien.
- "Science ⇔ Marketing ⇔ Science", Vortrag am ECIC Entrepreneurship, Commercialisation & Innovation Centre der University of Adelaide, Innova 5.58, am 3.11.2011 in Adelaide, Australien.
- Together with Todd Davey und Victoria Galàn Muros "Results of a Major Study on the Cooperation between Higher Education Institutions and public/private Organisations", Vortrag auf dem Berliner Symposium für Wissenschaftsmarketing der TU Berlin in der Berlin-Brandenburgischen Akademie der Wissenschaften am 17.10.2011 in Berlin.
- "Marketing Strategien und -prozesse", Vortrag auf dem dok.net Netzwerktreffens des IHI Zittau am 21.09.2011 in Münster.
- "Uvajanje inovacije na trg / Introducing innovation to the market", Vortrag auf der Conference KONFERENCA ZA INOVATIVNE IN PODJETNE Ljubljana University Incubator am 28.09.2011 in Ljubljana, Slowenien.
- "Close the Gaps – Market Analysis in Research Markets", Vortrag auf der Technology Transfer Conference 2011 "Technology Transfer in a Global Economy - Technology to Society (T2S)", am 22.09.2011 in Augsburg.
- "Hybride Wertschöpfung – Perspektiven und Grenzen", Vortrag beim "Initiativkreis Wirtschaft Oelde", am 14.09.2011 in Oelde.
- "Science Marketing Insights", Vortrag auf dem "Expertenmeeting zum Science Marketing" an der Technology University Delft am 8. Juni 2011 in Delft, Niederlande.
- "Public-Private Science Marketing: Joint strategies and Partnering in Science Marketing", Vortrag auf der Konferenz "1st International Conference on Science Marketing" an der Erasmus University Rotterdam, am 7. Juni 2011 in Rotterdam, NL.
- "Research Commercialisation and Markets - How to think about commercialisation markets in respect to research", Vortrag auf dem Workshop "Developing University-Industry Partnerships to Strengthen Innovative Economies" zur Konferenz V Международный Форум ОТ НАУКИ К БИЗНЕСУ (Forum from Science to Business) and 10th International Conference on Science-to-Business Marketing and Successful Research Commercialisation, am 12.05.2011 in St. Petersburg, Russia.
- "Science-to-Business Marketing - a New Successful Approach for getting Higher Education & Research Institutions closer to Markets", auf der Konferenz V Международный Форум ОТ НАУКИ К БИЗНЕСУ (Forum from Science to Business) and 10th International Conference on Science-to-Business Marketing and Successful Research Commercialisation, am 11.05.2011 in St. Petersburg, Russia..

- "Science-to-Business Marketing - A new Model in Knowledge Transfer", Vortrag auf der Konferenz FITT for Innovation 2011 (ICT INNOVATIONS: Research / Business / Society) in der Ländervertretung Baden Württemberg am 10.05.2011 in Brüssel, Belgien.
- "Administrative Forschungskompetenz" Seminar zur Entwicklung der Erfolgsquote bei der Antragstellung in der Forschungsförderung (Land, Bund, Stiftungen, EU, u.a.) am IHI Internationales Hochschulinstitut Zittau, am 25.04.2011 in Zittau.
- "La Vinculaci3n con la Industria desde la Perspectiva de las Instituciones de Educaci3n Superior", Vortrag auf der Konferenz Vinculaci3n de las Instituciones de Educaci3n superior con su Entorno Econ3mico: Retos y Oportunidades der Universidad Aut3noma del Estado de Hidalgo und des DAAD, am 12.02.2011 in Pachuca, Mexico.
- "Science-to-Business Marketing - Erfolgsstrategie im Wissenstransfer", Vortrag im Deutsch-Brasilianisches Transfer Leadership Programm „Inspired by minds and nature“ der Westf3lischen Wilhelms Universit3t, am 10.02.2011 in M3nster.
- "Science-to-Business Marketing", Vortrag bei Innova. UPC Barcelona Tech am 10.01.2011 in Barcelona, Spanien.
- "Funktion und Grenzen der Delphi Methode als Prognoseinstrument", Vortrag im Rahmen des Habilitationsverfahrens am IHI Internationalen Hochschulinstitut Zittau, am 17.12.2010 in Zittau.
- "Science-to-Business Marketing als Erfolgsstrategie in der Projekt- und Drittmittelakquisition", Vortrag auf der Fachtagung „Forschung erfolgreich vermarkten“ der Research Studios Austria (RSA) und der 3sterreichische Forschungsf3rderungsgesellschaft (FFG) im Haus der Forschung am 16.11.2010 in Wien, 3sterreich.
- "Science-to-Business Marketing – a Revolution in Technology Transfer, a Key for successful Research Commercialisation", Key-Note-Vortrag auf der GM2010 der International Association for the Scientific Knowledge, am 8./9.11.2010 in Oviedo, Spain.
- "Science-to-Business Marketing als Erfolgsfaktor im Transfergesch3ft", Key-Note-Vortrag auf dem Statusseminar zum Innovationswettbewerb „Wirtschaft trifft Wissenschaft“ im Festsaal der TU Dresden am 01./02. November 2010 in Dresden.
- "Denken. Lenken. Handeln: Science-to-Business Marketing", Vortrag auf dem Berliner Symposium zum Wissenschaftsmarketing, in der Berlin-Brandenburgischen Akademie der Wissenschaften, am 25.10.2010 in Berlin.
- "Institutional research strategies and profiles", Vortrag auf der Jahrestagung der EUA European University Association "Diversities and Commonalities – the changing face of Europe's universities", am 22.-23.10.2010, Palermo, Italy.
- "Kein Erfolg ohne Marketing – von Eskimos und Heimwerkern", Vortrag auf der Veranstaltung "Meeting Mittelstand - Das Erfolgspaket", des BVMW Bundesverbandes der Mittelst3ndischen Wirtschaft, bei Bernd M3nstermann GmbH & Co. KG, am 27.09.2010 in Telgte.
- "Verwertung von Dissertationen", Impulsvortrag und Moderation im Workshop "Verwertungsoptionen in Wissenschafts-Wirtschafts-Kooperationen im Zittauer Modell" auf der Tagung "Das Zittauer Modell der kooperativen Promotion" am Internationalen Hochschulinstitut Zittau IHI, am 13./14.09.2010 in Zittau.
- "SCIENCE-TO-BUSINESS MARKETING - How to successfully market research competencies, capacities and results" Vortrag auf der Academy of Marketing Conference 2010, an der Coventry University Business School, am 7. Juli 2010 in Coventry, UK.
- "Introduction to Science-to-Business Marketing", Impulsvortrag auf dem Workshop "Science-to-Business Marketing – operationale Vorgehensweisen in sozialwissenschaftlichen Fachbereichen" am ICSHu Instituto de Ciencias Sociales y Humanidades der UAEH Universidad Aut3noma del Estado de Hidalgo am 2.07.2010 in Pachuca, Mexico.
- "Introduction to Science-to-Business Marketing", Impulsvortrag auf dem Workshop "Science-to-Business Marketing – strategische Vorgehensweisen an Universit3ten" an der UAEH Universidad Aut3noma del Estado de Hidalgo am 30.06.2010 in Pachuca, Mexico.

- "Science-to-Business Marketing", Impulsvortrag und Track Chair auf dem Track Science-to-Business Marketing and Successful Research Commercialisation: Intellectual Capital and University and Industry Exchanges auf der 5th IFKAD International Forum on Knowledge Asset Dynamics Conference, am 24.06.2010 in Matera, Italy.
- "Business-to-Business Marketing in Abgrenzung zum Business-to-Consumer Marketing" Vortrag im Doktoranden Kolloquium des Internationalen Hochschulinstituts Zittau IHI, am 04.05.2010 in Zittau.
- Track Chair mit Einführungsvortrag "Open innovation strategies and models from universities and research centres"; Conference: INNOVATION 3.0 - Challenges, needs and skills of the new innovation era; TII, the Association for the Transfer of Technologies, Innovation and Industrial Information, am 29./30.4.2010 in Düsseldorf.
- "The Importance of Technology Transfer", Vortrag auf dem 9th International Conference on Science-to-Business Marketing and Successful Research Commercialisation "Science-to-Business Marketing and Relationship Management in Universities" an der Universidad Autonoma del Estado de Hidalgo (UAEH), am 12.04.2010 in Pachuca, Mexiko.
- "The Triangle for Innovation in Technology Transfer at Münster University of Applied Sciences", Vortrag für das Tokyo Institute of Technology, Besuch einer Delegation des TIT und des Wissenschaftsministeriums NRW, am 26.02.2010 in Münster.
- "Science-to-Business Marketing - ein innovativer Ansatz im Wissenstransfer", Key Note Vortrag auf der Tagung „Technologietransfer – Ideen Perspektiven geben“ der University Partners Interchange, am 24.02.2010 in Bonn.
- "Wissenschaftsmarketing oder Science-to-Business Marketing", Key Note Vortrag auf dem Symposium „Branding Knowledge Cities - a RUNDUP Thematic Network Event“ im Wissenschaftspark Golm/Potsdam, am 18. 02. 2010 in Potsdam.
- "Science-to-Business Marketing", Vortrag in der InnovUS Technology Transfer (Pty) Ltd, Stellenbosch University, am 10.02.2010 in Stellenbosch, South Africa.
- "Science-to-Business Marketing", Vortrag am Research Contracts and Intellectual Property Services (RCIPS) der UCT University of Cape Town, am 09.02.2010 in Cape Town, South Africa.
- "Motivating academics to innovate and cooperate", Vortrag an der Nelson Mandela Metropolitan University, am 04.02.2010 in Pt. Elizabeth, South Africa.
- "Market Research in Scientific Markets – Image and Customer Satisfaction Surveys", Vortrag an der Nelson Mandela Metropolitan University, am 03.02.2010 in Pt. Elizabeth, South Africa.
- "Market Research – Options and Benefits Different targets of Awareness, Customer Satisfaction, Image, Market Potential Analysis", Vortrag an der Nelson Mandela Metropolitan University, am 01.02.2010 in Pt. Elizabeth, South Africa.
- "The Role of Partnering in University-Industry Relationships", Vortrag auf dem Symposium "Wirtschaft und Wissenschaft" der Uniwersytet Ekonomiczny W Krakowie und der Münster University of Applied Sciences, am 10.12.2009 in Münster.
- "Vom Wissenschaftler zum Unternehmer", Vortrag auf der Konferenz "Unternehmerische Universitäten 2009" der TU Berlin, am 08.12.2009 in Berlin.
- "Science-to-Business Marketing - a new way of getting Research closer to Business" Vortrag auf der Konferenz "Science-to-Business Marketing and TechAdvance™ - A Technology Assessment Model for TTO" des Centre de recherche Public Henri Tudor, am 04.12.2009 in Luxemburg.
- "Science-to-Business Marketing", Vortrag und Seminar im MA Masterkurs „Wissenschafts-Marketing“ der TU Berlin, am 07. 11. 2009 in Berlin.
- "Wissen ist Markt", Vortrag auf dem 3. noventum Zukunfts- & Innovationssymposium „Erfolgreich in der Wissensgesellschaft“, Mühlenhof Münster; am 27.10.2009 in Münster.
- "Von Eskimos und Heimwerkern - Geheimnisse des modernen Marketing", Vortrag auf dem Event: „Emsdetten weltweit - Tag der offenen Wirtschaft“, am 24.10.2009 in Emsdetten.
- "Netzwerkanalyse: Netzwerke - wie sie funktionieren und wie man sie nutzen kann", Vortrag im Methodenseminar des Politik-Masterstudiums an der Westfälischen Wilhelms Universität, PD Dr. Dirk Halm, am 22.10.2009 in Münster.

- "Partneringkonzepte, KAM und PRM" (u.a.), Vortrag auf der Tagung zum Science-to-Business Marketing der Technologiestiftung Berlin und der TU Berlin durchgeführt durch das S2B Marketing Research Centre, am 03.09.2009 in Berlin.
- "Engineering-to-Business: Erfolgsfaktoren im Innovationsmarketing", Vortrag auf der Tagung des VDMA, Arbeitskreis Innovation bei der Göcking Konstruktion GmbH, am 01.09.2009 in Oelde.
- "Engineering-to-Business Marketing und Creative Coupling", Vortrag auf dem Workshop "Hybride Wertschöpfung" der Technologieförderung Münster und der Prognos AG, am 24.08.2009 in Münster.
- Together with Volker Hölscher "Data Analysis via Excel and PASW (Predictive Analysis Software - former SPSS)", Vortrag im MBA-Programm an der Fachhochschule Würzburg, am 13.08.2009 in Würzburg.
- Together with Stefanie Gosejohann "Higher Education in International Marketing by Integration of Industry Projects", Vortrag auf der Tagung "EDULEARN09 International Conference on Education and New Learning Technologies", am 07.07.2009 in Barcelona, Spain.
- "Engineering to Business: Erfolgsfaktoren im Innovationsmarketing", Vortrag auf der Tagung "Ideentum_09 - Rohstoff. Wertstoff. Treibstoff.", Göcking Konstruktion GmbH, am 24.06.2009 in Oelde.
- "Partnering and PRM - Key Success Factors in Modern Technology Commercialisation", Internationales Symposium „Wirtschaft und Wissenschaft“ Uniwersytet Ekonomiczny w Krakowie, am 10.-12. 05. 2009 in Krakau, Polen.
- "Science-to-Business Marketing", Vortrag und Seminar im MA Masterkurs „Wissenschafts-Marketing“ der TU Berlin, am 25. April 2009 in Berlin.
- "Erfolgsfaktoren im Internationalen Wettbewerb", Vortrag auf der Österreichischen Fachhochschulkonferenz, Fachhochschule Salzburg, BundesDezkanekonferenz Wirtschaftswissenschaften, am 02.04.2009 in Salzburg, Österreich.
- "Forschungsmarketing – Science-to-Business", Seminar im MBA Masterkurs „Wissenschaftsmanagement und -Marketing“ der Fachhochschule Osnabrück und der CHE, am 28.03.2009 in Osnabrück.
- "Die Zukunft der Marke im B-to-B Marketing – 7 Faktoren einer erfolgreichen Marken-Positionierung", Vortrag und Key Note auf dem Business Breakfast der pro-art Werbeagentur, am 27.03.2009 in Essen.
- "Science-to-Business Marketing - a new way of getting Universities closer to Industry Markets", Vortrag auf dem "Faculty Talk", Christ University Bangalore, am 11.03.2009, Bangalore, India.
- "Wissenstransfer- und Forschungs-Marketing für die Hessischen Fachhochschulen", Impulsvortrag im Seminar und Workshop zur Vermarktung der Forschungskampagne und Weiterentwicklung des Transfers, am 26.02.2009 in Frankfurt/M.
- "Einführung in die Grundlagen des Business-to-Business Marketing", Impulsvortrag im Rahmen des Sektionsseminars für Promovenden „Business-to-Business Marketing“, Sektion Professor Gerstlberger, Promotionsstudium IHI Zittau, am 25.02.2009 in Nordhausen
- "How to think about Commercialisation markets in respect to research and spin out opportunities Research Entrepreneurship", Vortrag auf dem Workshop "Commercialising Research Through Spin-Offs/Start Ups. Workshop for the establishment of the approach, opportunity identification and development for creating spin-offs / start ups from research: an international perspective", am 06.02.2009 in Adelaide, AUS.
- Together with Todd Davey und Thorsten Kliewe "CREATING ENTREPRENEURIAL VALUE THROUGH UNIVERSITY-INDUSTRY INTERACTION - How Universities Can Acquire and Satisfy Business Partners to Exploit Their Entrepreneurial Potential", Vortrag auf der 6th AGSE International Entrepreneurship Research Exchange, 3-6.02.2009 in Adelaide, AUS.
- "Partnering and Marketing concepts in Knowledge Transfer and University-Industry Interaction" Vortrag auf dem Seminar "Key Account Management and Customer Relationship Management in Universities", der Rectors' Conference of Finnish Universities of Applied Sciences ARENE ry und FINPIN Finnish Entrepreneurship and Innovation Network for Higher Education, 22. 01. 2009 in Helsinki, Finnland.

- "Marketing for Research", Vortrag ProTon Seminar, ProTon Brüssels, am 3. 12. 2008 in Brussels, BE.
- "Science-to-Business Marketing und Partnering Konzepte – innovative Ansätze zur Entwicklung der Zusammenarbeit Wissenschaft-Wirtschaft" Vortrag am Internationalen Hochschulinstitut Zittau IHI, Professor Dr. Gerstlberger, am 29.10.2008 in Zittau.
- "Applying Marketing Strategies to Research and getting Research closer to Markets", Vortrag ECIC Seminar Series, The University of Adelaide, am 13. 10. 2008 in Adelaide, AUS.
- "New concepts in Knowledge Transfer and Research Commercialisation", Vortrag bei Flinders Partners Pty Ltd, Flinders University, Mark Oliphant Bedford Park, am 13. 10. 2008 in Adelaide, AUS.
- "Science-to-Business Marketing - the new concept for KnowledgeTransfer and successful Research Commercialisation", Vortrag auf der 8th International Conference on Science-to-Business Marketing and Successful Research Commercialisation "Extracting the Value out of University-Industry Interaction" (Science Marketing, Stifterverband für die Deutsche Wissenschaft, trans2tech), am 1. 10. 2008 in Münster.
- "Select Instruments of Science-to-Business Marketing", Vortrag auf der 8th International Conference on Science-to-Business Marketing and Successful Research Commercialisation "Extracting the Value out of University-Industry Interaction" (Science Marketing, Stifterverband für die Deutsche Wissenschaft, trans2tech), am 2. 10. 2008 in Münster.
- "Science-to-Business Marketing - a new concept for innovative TechTransfer and successful Research Commercialisation", Vortrag auf dem Colloquium Master in Science Education and Communication & Science Information and Press Office Technische Universiteit Delft, am 29. 09. 2008 in Delft, NL.
- "Science-to-Business Marketing – ein innovativer Ansatz zur Entwicklung der Zusammenarbeit Wissenschaft-Wirtschaft", Vortrag im Rahmen des Sektionsseminars "Forschungsmarketing – Science-to-Business Marketing" Sektion Prof. Gerstlberger, Promotionsstudium des IHI Zittau, am 10. 09. 2008 in Oldenburg.
- "Overview on select new Technology Transfer approaches", Vortrag auf dem trans2tech Workshop "Validation of the model of the TechAdvance™, a Technology Assessment Model", Consorzio Pisa Ricerche, am 27. 08. 2008 in Pisa, Italy.
- Together with Todd Davey und Friederike von Hagen "Higher Education, Research & Technology Transfer in Australia", Vortrag auf dem trans2tech Workshop "Validation of the model of the TechAdvance™, a Technology Assessment Model", Consorzio Pisa Ricerche, am 27. 08 2008 in Pisa, Italy.
- Together with Todd Davey "Forschungsmarketing und Akquisitionsstrategien Science-to-Business Marketing - 6 Thesen als strategischer Ansatz zur Entwicklung des Transfers an Hochschulen", Vortrag auf dem Arbeitskreis „Optimierung von Transfer- und Verwertungsstrukturen“ der InnovationsAllianz NRW in der IFT GmbH und der FH Düsseldorf, am 30. 06. 2008 in Düsseldorf.
- "Science-to-Business Marketing - ein strategischer Ansatz zur Entwicklung des Transfers an Hochschulen", Vortrag auf der iq brandenburg – Wissenschaft für Unternehmen der ZAB ZukunftsAgentur Brandenburg am 24. 06. 2008 in Perleberg.
- "Select new Technology Transfer approaches", Presentation to Trans2tech Workshop Validation of the model of the TechAdvance™, a Technology Assessment Model including the use of Value Chains in TechTransfer, Barcelona Media Centre, am 19. 06. 2008 in Barcelona, Spain.
- "Motivating academics to innovate and cooperate", Presentation within to Conference "Marketing inováí aneb Jak prodat svůj vynález?" at CeTT Centrum pro Transfer Technologii at the Technology Centre AS CR, am 05. 06. 2008 in Prague, Czech Republic.
- "Business-to-Business Marketing - Erfolgsfaktor Mittelstandsmarketing", Vortrag auf der Konferenz „Hidden Champions - Erfolgsfaktor Mittelstandsmarketing“ zum 40jährigen Bestehen des Marketingklubs Münster/Osnabrück in der Sparkassenakademie Münster, am 09. 05. 2008 in Münster.

- "Science-to-Business Marketing - a revolution in modern Technology Transfer", Key Note Presentation at the 1st International Conference of Applied Arts "Applied Arts and Future Expectations,, Mansoura University at Damietta, am 13-15. 05. 2008 in Damietta, Egypt.
- "Science-Marketing – the Workshop", Workshop at the 1st International Conference of Applied Arts "Applied Arts and Future Expectations,, Mansoura University at Damietta, 14. 05. 2008 in Damietta, Egypt.
- Together with Thorsten Kliewe "Forschungsmarketing durch und über Ausgründungen?", Vortrag auf dem Forum "Marketing und Vertrieb" des Fraunhofer Instituts für Lasertechnik ILT am 07. 05. 2008 in Aachen.
- "Science-to-Business Marketing - ein strategischer Ansatz zur Forschungsentwicklung an Fachhochschulen", Bundesdekanekonferenz Wirtschaftswissenschaften, am 08. 05. 2008 in Heide.
- "From Push to Pull. The Marketing Approach in Generating Business for Universities", Key Note Presentation at the conference „Promoting Entrepreneurship at Universities” of FinPin, am 21. 04. 2008 in Hämeenlinna, Finnland.
- Together with Todd Davey und Thorsten Kliewe "Fostering Entrepreneurial Spirit and Extracting Entrepreneurial Value – Comparing Successful Approaches Taken by a Large Private Organisation with that of a Highly Regarded University", Presentation at the conference „Promoting Entrepreneurship by Universities” of FinPin, am 22. 04. 2008 in Hämeenlinna, Finnland.
- "Science-to-Business Marketing - a revolution in modern Technology Transfer", Conference Presentation Universidad Autónoma del Estado de Hidalgo, am 11. 04. 2008 in Pachuca, Mexico.
- "Market Research in Scientific Markets – Image and Customer Satisfaction Surveys", Gastvortrag im Masterkurs „Wissenschaftsmanagement” der Fachhochschule Osnabrück und der CHE, am 29. 03. 2008 in Osnabrück.
- "Ein neuer Ansatz künftiger Wissenschafts-Wirtschafts-Kooperationen - Science Marketing", InnoMedia Workshop „Innovationsmanagement“, Fachhochschule Münster, am 12. 03. 2008, Münster.
- Together with Thorsten Kliewe "How to find the Right Business Partner", Vortrag auf der Konferenz “Driving Innovation from Science to Business - How customized marketing practices can help”, European Trans2Tech Conference, am 6. 03. 2008 in Aix en Provence, F.
- Together with Todd Davey, Cinzia Giochetti, Marta Ysern, Catherine Louch, "Building Strategic Partnerships", Driving Innovation from Science to Business - How customized marketing practices can help, European Trans2Tech Conference, am 6. 03. 2008 in Aix en Provence, F.
- "CUSTOMER SATISFACTION MEASUREMENT IN SCIENCE- TO- BUSINESS MARKETING - A NEW WAY OF GETTING RESEARCH CLOSER TO MARKETS", Driving Innovation from Science to Business - How customized marketing practices can help, European Trans2Tech Conference, am 6. 03. 2008 in Aix en Provence, F.
- "Die 7 Ps erfolgreichen B-to-B Marketings - von der Technik zum Nutzen im Technologie- und Innovationsmarketing", InnoMedia Business-Breakfast Marketingforum, pro-art werbeagentur, am 4. März 2008 in Emsdetten.
- "Partnering in Science-to-Business Relationships", Presentation on the Symposium "Entrepreneurship in Higher Education", Saxion Hogescholen, am 07. 02. 2008, Enschede, NL.
- Together with Davey, Todd; Giochetti, Cinzia; Ysern, Marta; Louch, Catherine, "Strategic instruments for identifying and developing partnerships", presentation in track “Finding the right Partner” on the Conference PROTON, am 31. 01. 2008 in Turin, I.
- "Science-to-Business Marketing", Vortrag an der Hochschule für angewandte Wissenschaften München, am 25. Januar 2008 in München.
- "Science-to-Business Marketing - wie kann Wissenschaft näher am Markt arbeiten", Vortrag bei der SBV Herminonia, am 24. Januar 2008 in München.

- "S2B - Partner Relationship Management", Presentation Responsible Partnering between Research and Industry - Progress and Remaining Challenges in Effective Collaboration and Knowledge and Technology Transfer, am 3./4.12.2007 in Lisbon, Portugal.
- SME Participation in Research, panellist at the third round table on improving SME participation in European Research Funding, Detect-It2 and ProTon Europe, Calouste Gulbenkian Foundation, am 3.12.2007 in Lisbon, Portugal.
- "How to motivate researchers and employees to innovate", Presentation at the Technical University of Prague to the Technology Centre AS CR and the Czech Academy of Sciences, am 20.11.2007 in Prague, Czech Republic.
- "Science Marketing - a new concept for innovative TechTransfer and successful Research Commercialisation", Presentation to the High Council of Egyptian Universities and delegates of different Egyptian Universities, am 11.11.07 in Cairo, Egypt.
- "Science-marketing as key factor in future technology transfer and innovation", Vortrag auf der China-EU Conference on Innovative Management of Technology Transfer" der AMSTAC (Association of the Management of Scientific and Technical Achievement of China), TII und des Science Marketing Research Centres Münster, am 26-28.09.2007 in Beijing, China.
- Together with Sinan Gökdoğan "Kundenzufriedenheit und Markenpositionierung - Ableitungen aus einer Kundenzufriedenheitsanalyse im Forschungsmarkt der Türkei auf die Markenpositionierung von Hochschulen", Vortrag auf dem "2. Markentag Istanbul" Marmara Universität, am 07.09.2007 in Istanbul, Türkei.
- "PRM - Partner Relationship Management as part of Science-to-Business Marketing", Vortrag auf dem "Symposium Customer Relationship Management (CRM) at Universities", Coventry University, am 26.06.2007 in Coventry, UK.
- "Science-to-Business Marketing as a new solution in TechTransfer", Vortrag bei Inra Transfert, am 29.03.2007 in Paris, F.
- "Science-to-Business Marketing and Partnering as Key Success Factors in Future Innovation", Vortrag auf der Tagung "Science to Business - Bridging the Gap" der BDU, am 22.03.2007 in Amsterdam, NL.
- "Science-to-Business Innovation - Marketing, Partnering and successful Research Commercialisation", Vortrag an der Sohar University, am 05.03.2007 in Sohar, Oman.
- "Science-to-Business Marketing, Partnering and successful Research Commercialisation", Vortrag an der American University of Sharjah, am 04.03.2007 in Dubai/Sharjah, UAE.
- "Forschung und Innovation - Science-to-Business Marketing als neuer Ansatz im künftigen Wissenstransfer", Vortrag auf der Konferenz „Die Rolle der Universität in Forschung und Innovation, Il ruolo dell'università nella ricerca e nell'innovazione, The role of the University in research and innovation", Freie Universität Bozen, am 23.02.2007 in Bozen, I.
- "Science-to-Business Marketing - The Role of Higher Education in Knowledge Transfer", Vortrag auf der Atlantic-Transfer Conference KNOWLEDGE TRANSFER OF TOMORROW, Woodrow Wilson International Center Washington, am 15.02.2007 in Washington DC, USA.
- "Science-to-Business Marketing – erfolgreiche Forschungsvermarktung", Vortrag auf der Tagung „Hochschulmarketing – Herausforderung und Erfolgsfaktoren im Wettbewerb“ der Wissenschaftlichen Gesellschaft für Marketing und Unternehmensführung und des CHE Centrum für Hochschulentwicklung am 15.01.2007 in Münster.
- "Science to Business Marketing – a new way of successful Science and Industry Cooperation", Atlantic-Transfer Conference Series, Science to Industry, Illinois Institute of Technology, am 17. 11. 2006 in Chicago, USA.
- "Science to Business Marketing", Vortrag bei degussa. Creavis Technologies & Innovation, am 13.11.2006 in Marl.
- "Science to Business Marketing – a way of Successful Research Commercialisation by Getting Research(ers) Closer to Markets", Guest Lecture, Coventry University Technology Park, 24. 10. 2006 in Coventry, UK.

- "Non-Traditional Tech Transfer - Use your researcher more actively! ", Vortrag auf der Conference "Looking Beyond Traditional Technology Transfer" of ASTP (Association of Sciences Transfer Professionals), am 19./20. 10. 2006 in Sophia Antipolis, F.
- "Science Marketing" Vortrag auf dem Workshop "Science-to-Business Marketing" des TTN (TechnologieTransferNetzwerk Hessen), am 12. Oktober 2006 in Münster
- "Science to Business Marketing" Vortrag bei TecMinho, Universidade do Minho, am 18.09.2006 in Guimarães, Portugal
- "Trans2Tech Innovation Evaluation Systems", Präsentation im Rahmen des Trans2Tech Consortium Meetings, INRA Transfert, am 14.09.2006 in Paris, F.
- "Science-to-Business Marketing – ein innovativer Ansatz zur Entwicklung der Kooperationen Wissenschaft-Wirtschaft", Vortrag im Rahmen des Moduls „Science-to-Business Marketing“ im Masterstudiengang „Wissenschaftsmarketing“ der TU Berlin, am 9. 09. 2006 in Berlin.
- "Customer satisfaction measurement in Science-to-Business Marketing", Vortrag auf der "2006 Science Marketing Practitioners' Clinic", TII/ ProTon/ Calibre Communications, am 31.08.2006 in Brüssel, B.
- "Marketingstrategien für innovative Produkte aus den Hochschulen", Vortrag auf dem Strategie-Workshop „Aufbau einer Innovationsallianz“ am Fraunhofer Institut für Lasertechnik (ILT) der RWTH Aachen, am 15. 08. 2006 in Aachen.
- "Science-to-Business Marketing – ein innovativer Ansatz zur Revolution des Technologietransfers", Vortrag auf dem Strategie-Workshop der hessischen Staatskanzlei mit MP R. Koch, „Wissens- und Technologietransfer zwischen Hochschulen und Wirtschaft“, am 18. 07. 2006 in Wiesbaden.
- "Professionalisierung und Vernetzung in Transfer und Wissenschaftsmarketing. Good practice international", Vortrag auf dem Strategie-Workshop „Aufbau einer InnovationsAllianz“, am 19.06. 2006 im Technologiehof Münster in Münster.
- Together with Soda, R. und Sugawara, Y. "Cooperation with External Research Institutions in Product/ Technology Development: Based on the Results of Comparative Surveys in Australia, Germany and Japan", Vortrag auf der Conference IAMOT 15th International Conference on Management of Technology, 22.-26. 05. 2006 Tsinghua University in Beijing, P.R. China.
- "Wissenschafts-Sponsoring", Vortrag auf der Konferenz Marketing Horizonte 2006 - Der Marketingfachkongress "Sponsoring. Erfolgsfaktor Partnerschaft" des MTP, am 19. Mai 2006 in Münster.
- "Customer Expectations & Customer Satisfaction in Research Markets", Vortrag auf dem ProTon Europe Expert Workshop: "How to market Research? Benefit Expectations of Research Partners", am 17.05.2006 in Brüssel, B.
- "European Networking - SCIENCE-TO-BUSINESS / BUSINESS-TO-SCIENCE", Vortrag auf dem Workshop "The Paradigm of Research & Technology Driven Innovation - From Knowledge to Market" der Hanseatic Innovating Regions - Strategic Conference, am 10.05.2006 in Amsterdam, NL.
- "Science-to-Business Marketing – ein innovativer Ansatz zur Revolution des Technologietransfers", Workshop der Technologiestiftung Schleswig Holstein, Haus der Wirtschaft, am 08. Mai 2006 in Kiel.
- Together with Hagen, F. und Plewa, C. "Performance by Markets - a new Way of successful Research Commercialisation by Getting Research Closer to Markets", Vortrag auf dem 2ND WORKSHOP ON THE PROCESS OF REFORM OF UNIVERSITY SYSTEMS AND SUSTAINABLE ECONOMIC COMPETITIVENESS, FONDAZIONE GIORGIO CINI, am 4.-6.05.2006 in Venedig I.
- "News in Innovation Marketing", Vortrag auf dem Business Breakfast der BioInnovation SA, am 06.03.2006 in Adelaide, AUS.
- "Adelaide Deloitte Boardroom Talk", Präsentation bei dem Boardroom Meeting der Deloitte Touch Tohmatsu, am 03.03.2006 in Adelaide, AUS.

- "Innovative Approaches in Commercialisation Consulting", Vortrag auf dem Workshop "Adelaide Deloitte Innovation Zone", Deloitte Touch Tohmtsu, am 27.02.2006 in Adelaide, AUS.
- "Science Marketing – ein neuer Ansatz zur Revolution des Technologietransfers Erwartungen von Forschungskunden als Ausgangspunkt", Vortrag auf dem Workshop Responsible Partnering - Effektivere Kooperationen zwischen Hochschule und Industrie und Verwertung von Forschungsergebnissen (Europäische Good Practice) der ProTon Europe, am 08. 02. 2006 an der Universität Bonn, in Bonn.
- "Science Marketing – ein innovativer Ansatz zur Weiterentwicklung des Technologietransfers und zur erfolgreichen Drittmittelinwerbung", Vortrag auf der Konferenz Zukunftsszenarien des Wissens und Technologietransfers zwischen Hochschule und Wirtschaft: Erfolgsmodelle, Anforderungen und Bewertungs-maßstäbe, Universität Frankfurt, am 09. 02. 2006 in Frankfurt am Main.
- "Science-to-Business Marketing. Vom Technologietransfer zum Forschungsmarketing – ein innovativer Ansatz zur Zusammenarbeit von Wissenschaft und Wirtschaft", Vortrag auf der Sitzung des Impulskreises Austauschprozesse Wirtschaft-Politik-Wissenschaft des BDI Bundesverbandes der Deutschen Industrie, am 5.12.2005 im Hause der Bertelmann Stiftung in Berlin.
- "Applying Marketing Strategies to Research – a new way of getting Research to successful Commercialisation", Vortrag vor der Delegation UNIFAE / FAE Business School Brasilien, am 24.11.2005 in Münster.
- "Besonderheiten des B-to-B Marketing", Vortrag auf dem Business Breakfast Business-to-Business Kommunikation der pro-art Werbeagentur, am 18.11.2005 im Studien-institut Westfalen-Lippe in Münster.
- "S2B - Science-to-Business Marketing; Strategien und Instrumente des Wissenschaftsmarketing", Vortrag auf der AFM Marketingtagung, am 11.-12. 11. 2005 in Ingolstadt.
- "Science to Business Marketing – A new way of Successful Research Commercialisation by Getting Research Closer to Markets", 5th International Conference on Science-to-Business Marketing and Successful Research Commercialisation and 1st International Conference/Workshop on Business, Technology and Competitive Intelligence, am 26.10.2005 in Tokyo, Japan
- mit Amadi-Echendu, J.; Pretorius, T.; von Hagen, F. "Science to Business Marketing – a Case Study from South Africa", 5th International Conference/Workshop on Science-to-Business Marketing and Successful Research Commercialisation, am 26.10.2005 in Tokyo, Japan.
- "Applying Marketing Strategies to Research – A new Way of getting Research to successful Commercialisation", 4th International Conference/Workshop on Science-to-Business Marketing and Successful Research Commercialisation, am 18.-19.10.2005 in Pretoria, South Africa.
- "Marketing Research: from the Lab to the Market Place", Vortrag auf der Training School der ProTon „Making Technology Transfer Offices a Success“, UCA University of Cádiz, am 03./04.10.2005 in Cádiz, Spanien.
- Together with Horst Hohmeier "Qualitäts-, Dokumenten- und Business Prozess-Management im Medizinumfeld", Vortrag auf dem Kongress „IT-Trends in der Medizin- Health Telematics“, am 28.09.2005 in Essen.
- "S2B Science-to-Business Marketing: Vom Technologietransfer zum Forschungs-marketing – ein innovativer Ansatz der Fachhochschule Münster", Vortrag im Rahmen des 3. WIN Kabinettgesprächs, Zwei-Löwen-Klub Münster, am 20.09.2005 in Münster.
- "Wachstumskonzepte in Dienstleistungsmärkten", Impulsstatement auf dem Book Launch „Wachstumskonzepte in Dienstleistungsmärkten“, des Autorenteam's Bobiatynski, Gehrman, Krause, am 06.09.2005 im Berlin Capital Club in Berlin.
- gem. mit Plewa, Carolin; Quester, Pascale "Science Marketing: Best Practice, Research Agenda and a Conceptual Framework", Vortrag auf dem 12th Biennial World Marketing Congress, am 06.-09.07.2005 in Münster.
- "Anforderungen an die Markenbildung eines Berater- und Trainernetzwerkes (b:net)", Vortrag auf der Veranstaltung „Wachstum organisieren - Vertrieb stärken“, des RKW Brandenburg am 17./18.06.2005 Guttschloß Blossin in Blossin.

- "Bestimmungsfaktoren des Kundenwertes", Vortrag im Rahmen der Tagung „Kundenwert im B2B-Marketing“ an der Universität Hannover, am 4.06.2005 in Hannover.
- "Science Marketing – local, regional and international experiences", Vortrag im Rahmen der German-Dutch University Days May 23rd/24th 2005 Westfälische Wilhelms-Universität Münster, am 23.05.2005 in Münster.
- "Risiko und Vertrauen – Perspektiven für ein künftiges B-to-B Marketing", Vortrag im Marketingklub Münster/Osnabrück am FMO, am 09.05.2005 in Greven.
- "Vertrauen als Faktor im internationalen B2B Marketing", Vortrag im Rahmen des Workshops „Internationales Business-to-Business Marketing“ der KreAktiv e.V., im Hause egeplast GmbH, am 06.05.2005 Emsdetten.
- "Science- to- Business Marketing - bringing University Research closer to Markets", Vortrag an der University of Pretoria, Dr Mohammed Jeenah, Director of Research Commercialisation and Strategy, am 24.02.2005 in Pretoria, South Africa.
- "Science- to- Business Marketing - bringing University Research closer to Markets", Vortrag an der University of Pretoria, Prof Robin Crewe, Vice President Research, am 23.02.2005 in Pretoria, South Africa.
- "Science- to- Business Marketing - bringing University Research closer to Markets", Vortrag an der University of Pretoria, Prof Roelf Sandenbergh, Dean of Faculty, am 24.02.2005 in Pretoria, South Africa.
- "Technology Sales and Commercialisation", Gastvorlesung an der University of Pretoria im "Technology Management", Prof Tinus Pretorius, am 23.02.2005 in Pretoria, South Africa.
- "Science-to-Business Marketing as a Key Success Factor in Research Commercialisation", Vortrag auf der Tagung „RFO Change on Borders (www.change-on-borders.net) der EUREGIO, am 28.01.2005 in Enschede, Niederlande.

EDITORIAL BOARDS, SCIENTIFIC COMMITTEES AND CHAIRS ON OWN TRACKS

- Editorial Board Member, Journal of Innovation Management JIM, www.open-jim.org
- Editorial Advisory Board Member, Handbook of Research on Social Entrepreneurship and Solidarity Economics, Saiz, Manuel José (ed.) 2016, New York: IGI. ISBN: 978-152-25-0097-1.
- Track chair "Science-to-Business Marketing: Transferring Knowledge from Universities to Market" UIIN Asia Pacific Conference: The University-Industry Engagement Conference Adelaide 2017, 17.02.2017, Adelaide Australia.
- Chair of the Scientific Committee, 2nd International UIIN Conference "University Industry Cooperation", Barcelona, Spain (<http://www.university-industry.com>)
- Member of the "International Innovation Research Group" at Satakunta University of Applied Sciences, Finland (http://www.samk.fi/tutkimus_ja_kehitt%C3%A4minen_etusivu)
- Conference Partner and Co-Chair of the organizing committee (<http://www.fs2b.ru/index.php?page=537&lang=ENG>) member of the Scientific Board (<http://www.fs2b.ru/index.php?page=2862&lang=ENG>) of VI International Conference „From Science-to-Business“ 16.-18.05.2012 and 2013 and 13.-16. May 2014 in St. Petersburg, Russia. (<http://www.fs2b.ru/index.php?page=4762&lang=ENG>)
- Track chair "Science-to-Business Marketing: Creating successful programs for technology transfer and university-industry relationships" Technology Transfer Conference 2011 "Technology Transfer in a Global Economy - Technology to Society (T2S)", 22.09.2011, Augsburg. (www.t2s-augsburg.com)
- Track chair "Open innovation strategies and models from universities and research centres" on the TII Conference "[Innovation 3.0](http://www.innovation30.com)", 30.04.2010, Düsseldorf
- Scientific Advisory Board FINPIN (www.finpin.fi) conference 2008, 2010, 2012 www.finpin.fi/English/Conference2008/Committees/tabid/2231/language/fi-FI/Default.aspx

Scientific Advisory Board INTED 2010, the International Technology, Education and Development Conference, held in Valencia (SPAIN), on the 8th , 9th and 10th of March 2010;
www.iated.org/inted2010/

Session chair: Track on Experiences in Research; Conference EDULEARN09, Barcelona Spain, July 2009; www.iated.org/edulearn09

Chair Conference Program Committee for the 8th International Conference on Science Marketing Münster, Münster University of Applied Sciences, Germany, 1./2. October 2008
(www.austauschprozesse-conference.com/eng/index.php?site=committee)

Advisory Board FINPIN (www.finpin.fi) conference 2008
www.finpin.fi/English/Conference2008/Committees/tabid/2231/language/fi-FI/Default.aspx

Guest Editor for IJTIP International Journal of Technology Intelligence and Planning Volume 2/Issue 2
www.inderscience.com/browse/index.php?journalID=105&year=2006&vol=2&issue=2

Registered Scientific Expert at the European Commission (Exp.No: EX2002B075442) for the 6th and for the 7th European Framework Program (Evaluator Monitor Reviewer)

Chair of Scientific Working Group „Business-to-Business Marketing“ of AFM

Member of Review Committee IJTIP International Journal of Technology Intelligence and Planning on “Technology & Business Competitive Intelligence”

Co-Chair Conference Program Committee for the 5th International Conference on Science Marketing, Nihon University, Tokyo, Japan, 25./26. October 2005

Chair Conference Program Committee for the 4th International Conference on Science Marketing Pretoria, University of Pretoria, South Africa, 18./19 October 2005

Co-Chair Program Committee: Conference on "Angewandte Marketingforschung" of AFM 19./20.11.2004 in Berlin

Chair Conference Program Committee and Chair Conference Organisational Committee for the 2nd International Conference on Science Marketing 15. 10. 2004, Münster, Germany

Chair Conference Program Committee and Chair Conference Organisational Committee for the 3rd International Conference on Science Marketing Brussels 19. October 2004, The European Association for the Transfer of Technology, Innovation and Industrial Innovation (TII) and ProTon Europe

Chair Conference Program Committee and Chair Conference Organisational Committee for the 1st International Conference on Science Marketing 6. 12. 2003, Adelaide, Australia

Conference chair of IIR Conference "Knowledge Management in R&D“, 4./5. March 2002 in Frankfurt/M.

Chair of "Marketing for Innovative Products" SPRINT TRANSNATIONAL NETWORK Congress of TII (www.tii.org) and the European Commission 1./2.2.1989 in Luxembourg, L.

Member of committees ACE (Advanced Communication Experiments) and SIAP (Service Integrated Application Projects) of innovative broad band communication und new media of the European Commission (DG XIII F) in Brussels 1989.

CONFERENCE ORGANISER

Developed, established and run a conference series on “International Conference on Science-to-Business Marketing and Successful Research Commercialisation”. So far, 16 conferences have been held in 12 different countries, partly in cooperation with partner organisations as hosts. All 5 continents have been involved. Places of conferences include Adelaide, Brussels, Pretoria, Tokyo, Beijing, St. Petersburg, Aix en Provence, Pachuca Mx, Zürich, Münster, et al.

<http://www.science-marketing.com/index/conferences>

Also Initiated and established special tracks on “Science-to-Business Marketing” in major international conferences.

REFEREE and REVIEWER

Member of the jury "Innovator des Jahres", a German major contest and innovation award.
www.innovator-des-jahres.com

Reviewer on the h.c. (honoris causa) doctorate of Cracow University of Economics for Professor Cecile Nieuwenhuizen from the University of Johannesburg, South Africa, 2022.
<https://en.fh-muenster.de/science-marketing/news/2022-05-27professor-thomas-baaken-was-appointed-as-one-of-two-reviewers-on-the-h.c.-honoris-causa-doctorate-of-university-of-economics-of-cracow-for-professor-cecile-nieuwenhuizen-from-the-university-of-johannesburg-south-africa.php>

Reviewer for research proposals in the programme Research at Universities of Applied Sciences of the Ministry of Research and Development of the Federal Republic of Germany (2018-2023)

Reviewer for research applications in the programme for the promotion of applied research and development at universities of applied sciences and technical universities of the Bavarian State Ministry of Science and the Arts (2017-2023)

Review for a professorial promotion to Full Tenure Track Professor at Linköping University, Sweden, 2019.

Final Judge the „Australian eChallenge France“ (The Entrepreneurial Challenge) in Paris, The University of Adelaide 2019

Reviewer for 2014 ACERE Conference (Australian Centre for Entrepreneurship Research Exchange), hosted by Queensland University of Technology (QUT), Australia <http://acereconference.com>

Final Judge the „Australian eChallenge France“ (The Entrepreneurial Challenge) in Paris, The University of Adelaide 2017

Reviewer for Journal "R&D Management", [http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1467-9310](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-9310)

Reviewer for Zeitschrift für Hochschulentwicklung (ZFHE), Austria www.zfhe.at

Reviewer for the XXIII ISPIM Conference – Action for Innovation: Innovating from Experience, hosted by La Salle University, Sep 21 2011 in Luxembourg

Reviewer for JISC, UK. Funding program "CRM for Universities". JISC is funded by the UK HE and FE funding bodies to provide world-class leadership in the innovative use of ICT to support education and research www.jisc.ac.uk

Reviewer and peer for accreditation of Bachelor and Master Programmes, Katholische Universität Eichstätt, 2009, ACQUIN

Reviewer at Österreichische Forschungsförderungsgesellschaft (FFG) for COIN „Entwicklung und Stärkung zentraler Kompetenzen und Funktionen bei Anbietern von anwendungsorientierter Forschungs-, Entwicklungs- und Innovations-Kompetenz im österreichischen Innovationssystem“ 2008, Austria

Reviewer/peer in Innovation contest "Wirtschaft trifft Wissenschaft", Neue Bundesländer (Bundesminister für Verkehr und Projekträger Jülich) 2008, 2009, 2011, 2017

Reviewer Journal „transfer - Werbeforschung & Praxis“ www.transfer-zeitschrift.net

Reviewer Journal IJTTC - International Journal of Technology Transfer and Commercialisation, Inderscience UK, 2007, 2008, 2009, 2010, 2011, 2018, 2021

Reviewer and peer (head of committee) for accreditation of selected Bachelor and Master Programmes, Pfeiffer University, South Carolina, USA 2008, ACQUIN

Reviewer and peer for accreditation of Bachelor and Master Programmes, "International B-to-B Marketing" University of Applied Sciences Berlin (FHTW) 2007, ACQUIN

Reviewer and peer for Best Practice Cases in Technology Transfer, ProTon Europe, 2003-2006

Evaluator and peer for several Research Centres and Competence Platforms (in charge for the Ministry of Research NRW) 2004-2007

Reviewer for the AMS American Marketing Science Annual Conference in Florida, University of Florida

Reviewer for the 2004 ANZMAC, Australian New Zealand Marketing Association Conference

Reviewer and peer for accreditation of Master Programs, e.g. "International B-to-B Marketing"
University of Applied Sciences Munich/Landshut 2002, ACQUIN

Reviewer and member judge for annual applications for grants (in charge for the Ministry of Research
NRW) 1998-2005

Judge the „eChallenge“ (The Entrepreneurial Challenge), The University of Adelaide 2003 and 2004

ADVISORY AND DIRECTORY BOARDS OF GOVERNMENT AND INDUSTRY

Actual:

Advisory Board member and expert on national level for the "The International Research Marketing
Strategy for Germany's Research Competencies" by the Federal Minister of Education and
Research, BMBF

UIIN, Scientific Director, <https://www.uiin.org/about/>

Former:

Member of the steering committee "Strategieausschuss Wissenschaft", the strategy board for
Münster's Science and Technology Vision; the City of Münster

Board Member of the Foundation (Stiftungsbeirat) "Stiftung Collegium Johanneum" a Catholic
Boarding School in NRW

Member of Steering Committee ProTon (www.protoneurope.org; <https://www.innoget.com/innovation-partners/83/astp-proton-knowledge-transfer-europe>)

Work package leader of WP7 des EU Committee „University-Industry Interaction“ of ProTon
(www.protoneurope.org)

Section group leader „Business-to-Business Marketing“ of AFM (www.afm.net) 2004-2016

Member of expert panel "Austauschprozesse Wirtschaft-Wissenschaft-Politik" of BDI Bundesverband
der deutschen Industrie (National Federation of German Industries), Berlin (www.bdi.de)

Member of expert panel "Exchange processes business-science" of Stifterverband für die Deutsche
Wissenschaft, Essen

Member of advisory board of MSTC Programs ECIC Education Centre for Innovation and
Commercialisation der University of Adelaide, Australia (www.ecic.adelaide.edu.au) 2003-2013

Member of Steering Committee TRAF0 (Transferorientierte Forschung = Transfer and Research)
(Ministry of Science, Research and higher Education) in NRW

Member of Task Force of the Association of NRW Universities of Applied Sciences dealing with
clusters of competencies (KOPF) in NRW

Member of Advisory Board in "Innovations Program Research" (Ministry of Science, Research and
higher Education) in NRW (North Rhine Westphalia)

Head of Advisory Board amenotec GmbH, Bocholt

Member of Directory Boards ECCS (European Centre for Coatings and Surface Technologies), NL

Head of Scientific Advisory Board TechConsult GmbH, Kassel (<http://www.techconsult.de>)

Member of Advisory Board Bioanalytik - Technology for the Life Sciences (<http://www.bioanalytik-muenster.de/>)

Member of Advisory Board und curatorship Institute for Chemo- und Bio Sensors, Münster

UNIVERSITY ACADEMIC COMMITTEES

Member of University Committees, Faculty Level

- Committee for Research (2008 - 2023)
(Mitglied und Vorsitzender (bis 2016) der Kommission zur Entwicklung der Forschung am Fachbereich Wirtschaft)
- Committee of Faculty (1992-1997)
(Mitglied des Fachbereichsrates)

Member of Senate Committees, University Level

- Committee for Research and Technology Transfer (2016-2020)
(Mitglied der Senatskommission für Forschung und Transfer)
- Committee for improvement of academic quality (2011-2016)
(Mitglied der Qualitätsverbesserungskommission des Senats)
- Committee for Teaching, Research and Further Education (2009-2016)
(Mitglied der Senatskommission für Lehre, Forschung und Weiterbildung)
- Committee for Partnering and Strategic Alliances (2004-2009)
(Mitglied der Senatskommission für Partnerschaften und Kooperationen)
- Committee for Research and Technology Transfer (head) (1998-2003)
(Vorsitzender der Senatskommission für Forschung und Technologietransfer)

Co-ordinator for the academic partnerships:

2010 – 2024 Cracow University of Economics, Poland; Bachelor, Master and PhD Level

2012 – 2024 Athens University of Economics and Business, Greece; Bachelor and Master Level

2003 – 2024 The University of Adelaide, Australia; Bachelor, Master and PhD level

2008 – 2019 UAEH Universidad Autónoma del Estado de Hidalgo, Pachuca, Mexico; Bachelor level and further education

RESEARCH GRANTS

Personally acquired und headed projects of some 11.5 Mill. € since 2000; in Third Party Money, government funding and grants (budgets for Münster, no partner budgets included):

- Grant from BMBF (German Ministry of Higher Education and Research) (2022-2023) for a project "Potenziale heben: LLLT Ladbergen, Lengerich, Lienen, Tecklenburg", 20.000,00 €
- Grant from ernsting's family, a SME company from Coesfeld, (2017-2022) for a five-year Foundation Professorship, Denomination "Marketing & Fashion Retail", 800.000,00 €
- Grant from European Commission (DG Education and Culture) (2020-2023) for a project "ARDENT – Advancing Rural Development through Entrepreneurship Education for Adults", KA2 - Strategic Partnerships, 105.000,00 €
- Grant from European Commission (DG Education and Culture) (2020-2023) for a project "Unlock", KA2 - Knowledge Alliance, 141.742,00 €
- Grant from European Commission (DG Education and Culture) (2020-2023) for a project "Boundary Spanners", KA2 - Knowledge Alliance, 130.144,00 €
- Grant from BMBF (German Ministry of Higher Education and Research) (2020-2025) for a project "Be an entrepreneur!", (together with TAFH) EXIST-Potenziale Programm, 175.000,00 €
- Grant from European Commission (DG Education and Culture) (2019-2022) for a project "Unravel Tomorrow", 60.000,00 €
- Grant from Land NRW (Ministerium für Kultur und Wissenschaft des Landes Nordrhein-Westfalen) (2018-2021), Nachwuchsprofessur Dr. Sue Rossano-Rivero, 157.000,00 €

- Grant from European Commission (DG Education and Culture) (2019-2022) for a project “eLeadership Trainer Accelerator”, 60.000,00 €
- Grant from BMBF (German Ministry of Higher Education and Research) (2018-2023) for a project “Science-to-Society” (Program Innovative Hochschule”, 1.230.000,00 €
- Grant from European Commission (DG Education and Culture) (2017-2020) for a project “RIESAL Red para el fomento de la Internacionalización de la Educación Superior en América Latina”, 56.000,00 €
- Grant from European Commission (DG Education and Culture) (2016-2019) “IE-WEXHE Integrating Entrepreneurship and Work Experience into Higher Education”, 155.000,00 €
- Grant from European Commission (DG Education and Culture) (2016-2019) “Tomorrowsland”, 51.500,00 €
- Grant from European Commission (DG Education and Culture) (2016-2018) for the project “Study on University-Business Cooperation in Europe”, 487.000,00 euro
- Grant from BMBF (German Ministry of Higher Education and Research) (1.5.2016-31.12.2019) “Managing Disruptive Change – MaDiC”, 485.000,00 euro grant & 90.000,00 € Industry contribution
- Grant from European Commission (Horizon2020), “Open Innovation in the Mediterranean neighborhood in Agriculture, Energy (5TOI)”, 2015-2019, 86.000,00 €
- Grant from European Commission (DG Education and Culture) (1.1.2015-31.12.2017), [Le@3.0](#) Academy: Web3.0 and for e-Trainer, 131.824,00 €
- Grant from European Commission (DG Education and Culture) (1.7.2013-30.6.2016), “CIAKL-Project”, 75.000,00 €
- Grant from DAAD and the German’s Rector’s Conference (DIES Partnerschaften) (1.2.2012-30.6.2015) for a project on “Technology Transfer in Central America” (Costa Rica, Mexico, Nicaragua), 280.000,00 €
- Grant from European Commission (Alfa 3) (2012-2015) for a project on “Technology Transfer”, in Central and South America (Chile, Argentina, Peru, Columbia, Mexico), 98.000,00 €
- Grant from European Commission (DG Education and Culture) (2012-2013) for a project on “Knowledge Partnerships in Europe”, 202.000,00 €
- Grant from European Union (Ziel2/efre) and the federal state NRW (2011-2014) for a project on “Hybrid Value Creation”, 600.000,00 € + 50.000,00 from local Industry
- Grant from Hanse Network “Developing new Business Models for the Future Hanse Network”, (2010-2013), 133.000,00 €
- Grant from European Commission (DG Education and Culture) (2010-2011) for a project “Study on the cooperation between Higher Education Institutions and public and private organisations in Europe”, 187.000,00 €
- Grant from DAAD and Go8 (Group of eight) www.go8.edu.au (2010-2012) for a joint project with University of Adelaide, Australia on Successful Research Commercialisation, 20.000,00 € (each partner)
- Project “Creative Coupling” (2009-2012) (Grant from European Union (Ziel2/efre) and the federal state NRW) 150.000,00 €
- Project “University-Industry Interaction“ (Austauschprozesse) (2007-2010) (BMFT) 250.000,00 €
- Project “Optimierung der wissenschaftlichen Wertschöpfungskette durch einen nachfrageorientierten Wissens- und Technologietransfer - Neue Herausforderungen durch die Entwicklung vom einseitigen Transfer zum Science-to-Business Marketing” (2006-2010) (BMFT) 230.000,00 €
- Project „Trans2Tech“ (2006-2008) (European Commission, 6. Rahmenprogramm) – 95.000,00 (2,2, Mio) €

- Grant from DAAD and Go8 (Group of eight) www.go8.edu.au (2003-2004) for a joint project with University of Adelaide, Australia on Successful Research Commercialisation - 20.000,00 € (each partner)
 - Market Analyses und Strategy Projects (2000-2024) (SME projects), 1.460.000,00 €
 - Grant from European Commission, Interreg II „Internet supported Technology Transfer to SMEs“ (2000-2001), 1.2 Mill €
 - Project „The Decentralised University“ Seminars, Consultancy and Further Education by Universities within the a number of Small & Medium sized Companies (2001-2003) (European Commission, Interreg II), 500.000,00 €
 - Evaluation EQUAL Project (2002-2005) (European Commission), 90.000,00 €
 - “Science Marketing“ (2002-2005) (Ministry of Science, Research and higher Education NRW), 180.000,00 €
- Plus acquired income stream as Vice Rector (e.g.)
- Project „Technology- und Research presentations“ (1999-2000), organising 20 SMEs in various industry sectors on successfully adopting new technologies and presenting to the EXPO 2000 (European Commission, Interreg II), 1.2 Mill €
 - Project „TRAIN“ Transfer and Training for SMEs (2001-2016), Regional Development Agency and Sparkasse, 1.4 Mill € (prologued four times with additional funds for a 5 year period each and handed over to the Technology Transfer Branch of the University)

ACADEMIC SUPERVISORY in PhD Dissertations

1. Supervisor

Completed

Candidate	Subject	Partner University
Dr. Carolin Plewa 2005	Key Drivers of University-Industry Relationship and the Impact of Organisational Culture Difference; A Dyadic Study	The University of Adelaide, Australia
Dr. Tobias Kesting 2012	Wissens- und Technologietransfer durch Hochschulen aus einer marktorientierten Perspektive	Internationales Hochschulinstitut Zittau IHI
Dr. Falk Maiwald 2013	Methodenkonzeption zur Integrationsplanung von Anwendungssystemen	Internationales Hochschulinstitut Zittau IHI
Dr. Nisha Korff 2014	Investigating partners' characteristics on an individual and organisational level	Vrije Universiteit Amsterdam, NL
Dr. Christian Junker 2014	Entwicklung einer Methode zur Auswahl von Kooperationspartnern für Geschäftsmodelle der Hybriden Wertschöpfung und Beurteilung des Faktors Konsistenz für den Erfolg der Akteure	WWU Westfälische Wilhelms-Universität Münster
Dr. Kerstin Kurzhals 2015	Resource Recombination in Firms from a Dynamic Capability Perspective	Coventry University, UK
Dr. Todd Davey 2015	Exploring the factors influencing the development of entrepreneurship in universities within the	Vrije Universiteit Amsterdam, NL

Dr. Thorsten Kliewe 2015	context of University-Business Collaboration Value Creation in University-Industry Relationships - A view on stakeholder and relationship value from the perspective of academics in the UK	Coventry University, UK
Dr. Victoria Galán-Muros 2016	Developing a UBC University-Business Cooperation Eco-System	Vrije Universiteit Amsterdam, NL
Dr. Haluk Yörür 2018	Market driven product platforms	IHI/TU Dresden in Cooperation with Bosch
Dr. Sue Rossano 2018	Academic Intrapreneurship and Entrepreneurship in Universities – implications for Latin America	Vrije Universiteit Amsterdam, NL
Dr. Balzhan Orazbayeva 2020	Education-driven university-business cooperation - Engagement of academics and business	Vrije Universiteit Amsterdam, NL
Dr. Neele Petzold 2020	Disruptive Innovation from a Process View: Studying the Emergence, Development and Growth over Time	Vrije Universiteit Amsterdam, NL
Dr. Alexander Schmidt 2021	Mastering Disruptive Change by new Business Models	Vrije Universiteit Amsterdam, NL
Dr. André Perusso 2021	Experiential learning in management education: Evaluating the practice-turn	Vrije Universiteit Amsterdam, NL
Dr. Eva Sormani 2022	Nudging for the Engaged University	Vrije Universiteit Amsterdam, NL

Ongoing

Candidate	Subject	Partner University
Arno Meerman	The Impact of University-Business Cooperation on Regional Development	Universiteit Twente, NL
Hacer Tercanli	Understanding HEIs in Urban Sustainable Development: Models, Drivers and Challenges	Universiteit Twente, NL

2. Examiner

Dr. Choi Wai (Maggie) Chak	Towards Highly Performing Community-Academic Health Partnerships	Universiteit Twente
Dr. Louise van Weerden	Ready for international business: International Relation Competency as key qualification for graduates in international business	Vrije Universiteit Amsterdam
Dr. Sandra Hasanefendic	Responding to new policy demands: A comparative study of Portuguese and Dutch non-university higher education organisations	Vrije Universiteit Amsterdam
Dr. Firmansyah David	Conflicting Logics and Hybrid Strategies in University-Business Co-operation - An Empirical Study	Vrije Universiteit Amsterdam

	at Indonesian Universities	
Adrian Tootell	Initiation and early stage relationship development of University- Industry innovation collaborations: a relationship marketing approach	University of Wollongong, Australia
Dr. Florian Kuhn	Performance Prediction for High-Tech Start-Ups: Quantification of an Integrative Framework	Université de Technologie des Compiègne, France
Dr. Sam Chanphirun	Multiple stakeholder involvement in the higher education sector in Cambodia: Insights into governance and management in Higher Education Institutions	Vrije Universiteit Amsterdam
Dr. Matthias Steinhorst	The Generic Model Query Language GMQL	WWU Westfälische Wilhelms-Universität Münster

3. Bachelor, Diploma and Master Theses

(883 - comprehensive list on request)

MEMBERSHIPS

UIIN University Industry Innovation Network (www.uiin.org),

AUTM Association of University Technology Managers (www.autm.com),

AMA (American Marketing Association) (www.marketingpower.com),

Feast (Forum for European-Australian Science and Technology Cooperation) (www.feast.org),

ProTon (Pan European Organisation of Public funded Research Universities) (www.proton-europe.org),

TII Technology Innovation and Information (www.tii.org),

Förderprofessor des MTP (Marketing zwischen Theorie und Praxis) (www.mtp.org/),

Förderprofessor KreAktiv, studentische Unternehmensberatung an der FH Münster, (www.fh-muenster.de/kreativ),

ASTP Association of European Science & Technology Transfer Professionals (www.astp.net)

Certificate

2003 Certificate T@U 'Teaching at Universities' (Entire Course Completed), awarded by The University of Adelaide, Australia

LANGUAGES

German (native speaker), **English** (fluent), **French** (working skills)