

# Enterprise and the Third Mission: The Transformation of Contemporary Universities

Wednesday 21<sup>st</sup> March, University of Manchester

## Seminar Overview

Stimulating the interface between universities and the private sector has been the core of the Third Mission. Public policy almost perpetually seeks to promote the engagement of universities with businesses through programmes of transfer and knowledge exchange. Whether through commercialisation or collaboration, a core aim of the Third Mission has been to realise the 'value' of universities. This raises the question as to whether universities need to become more like businesses or whether they could have an alternative competitive advantage. This seminar will cover themes relating to academic entrepreneurship, commercial collaboration, and the policy programmes and initiatives that aim to facilitate universities interfacing with the economy.



**Prof Ed Malecki**  
*Professor of Geography*  
Ohio State University



**Alice Frost**  
*Head of Business & Community*  
HEFCE



**Sarah Jackson**  
*Director*  
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**Prof Michael Luger**  
*Dean*  
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**Dr Markus Perkmann**  
*Senior Research Fellow*  
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**Prof Aldo Guena**  
*Professor of Economics*  
University of Torino



**Prof John Goddard**  
*Professor of Regional Development*  
CURDS, Newcastle University



**Prof Harvey Goldstein**  
*Professor of Public Governance*  
MODUL University Vienna

## Registration

To register for the seminar go to:

[www.niiseminars.co.uk](http://www.niiseminars.co.uk)

or please contact :

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