

Developing Smarter Engagements between HEIs and Corporate Business

Abstract for IKT Conference April 2012

The InnovationXchange (IXC) has been putting the theory of Open Innovation into practice since its inception in 2004. Connecting technology demands in business with the supply of knowledge and expertise in HEIs and small companies, IXC is well placed to identify new trends and ideas in innovation practice and the use of open innovation paradigm in particular.

In this presentation Caroline Bishop, IXC's Managing Director will provide two case studies from Unilever and Siemens illustrating how corporate business is looking to build new business models around multi party consortia that will lever better, faster value from its engagement with HEIs. What corporate business has learnt about how to set up and manage these complex relationships will then be used to set out some of the key questions and actions HEIs will need to address if they are to engage successfully with this new corporate business agenda.