

Draft Programme for the interactive online course on

Business Development for Social Sciences and Humanities

11-14 May 2021

For:

Research managers within Social Sciences & Humanities

Science funders • Science policy makers

Facilitators of Societal Impact (knowledge exchange, business development)

Strategists within universities • Other stakeholders

Organised by

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

Partnering with:



BUSINESS DEVELOPMENT FOR SOCIAL SCIENCES AND HUMANITIES

Programme Advisory Committee

Name	Position
Name	Position
Name	Position

AESIS Advisory Board

Koenraad Debackere	General Manager at K.U. Leuven, Belgium
Beverley Damonse	Executive of Science Engagement and Corporate Relations, National Research Foundation (NRF), South Africa
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Andrew Plume	Senior Director of Research Evaluation at Elsevier, United Kingdom
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Toby Smith	Vice President of Policy at the American Association of Universities, USA
David Sweeney	Executive Chair, Research England, United Kingdom
Paul Wouters	Dean of Social Sciences & former Director of CWTS, Leiden University, The Netherlands

- Business Development for Social Sciences and Humanities -

About the course:

After previous successes, AESIS proudly announces the third edition of the Oxford Course, held virtually this year. This ambitious course will feature leading experts involved with the Social Sciences and Humanities (SSH) who will demonstrate how to advance societal impact of SSH through business development. Themes covered in this course include:

- ◆ Making academic ideas 'market-ready'
- ◆ Organizing public and private alliances
- ◆ Setting up services such as consultancies
- ◆ Integrating impact in research strategy

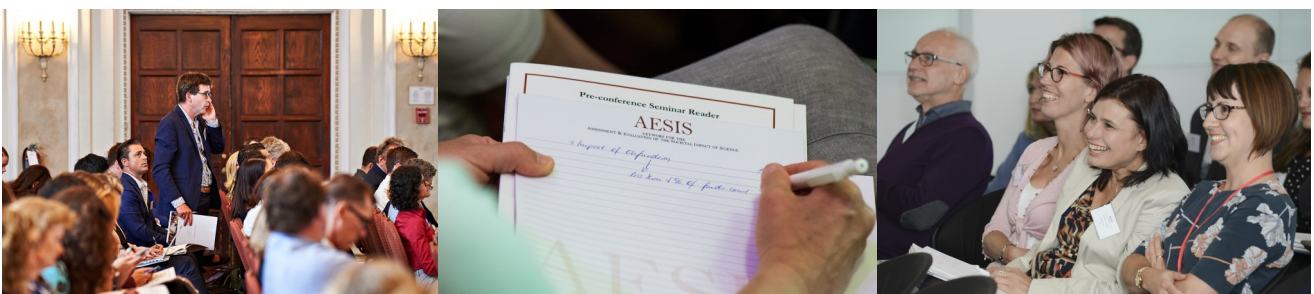
The course will welcome 20-30 participants from around the world, and each session will be taught in an interactive manner and include collective exercises to stimulate discussion. Experts from the UK, US, Canada, and continental Europe will share their expertise on topics such as entrepreneurship, business alliances, consultancy opportunities, and generating awards and grants for research. This course aims to deliver valuable insights and tools that you may use to stimulate SSH impact in your organisation.

Benefits of the course:

- ◆ 7 leading international experts to offer training in an intimate online setting
- ◆ Hands-on exercises offering tools and insights to organising impact structures in your specific organisation
- ◆ Interactive discussions with peers from all over the world and from our companion workshop
- ◆ Certificate signed by the main trainers and AESIS upon course completion

And there is more!

This year's Oxford Course is followed by a companion workshop on **Entrepreneurship and Innovation for PhD's and Post-Docs**, a workshop aimed at training early career researchers in the skills and knowledge needed for science entrepreneurship and innovation. Participants from the workshop are welcomed as audience members for the final participant presentations of this course, and a tailor-made ticket package is available for colleagues attending the course and workshop respectively.



Draft Programme

Tuesday 11 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

OPENING & INTRODUCTIONS

9.00 Words of Welcome by AESIS

9.15 Introductions by the participants

- ◇ Where do you sit in the research and innovation ecosystem & what do you want to take away?
- ◇ What is Societal Impact and motivation for business development of research?

10.00 - 10.15 Break

SSH ENTREPRENEURSHIP & INNOVATION

10.15 Commercially Utilising Research

Mark Mann* *Innovation Lead, Humanities & Social Sciences, Oxford University Innovation & Senior Consultant, Oxentia, United Kingdom*

11.15 - 11.30 Break

11.30 Social Enterprises & Lessons

Mark Mann*

12.30 - 13.00 Break

13:00 Policies for Knowledge Transfer

Marc Sedam* *Chair, AUTM & Associate Vice Provost for Innovation and New Ventures, Managing Director of UNHInnovation USA*

14.00 - 14.15 Break

14:15 Possibilities of achieving impact (via semi-TT-tools)

Marc Sedam*

15:15 Q&A for Assignment Prep

15:30 End of day 1

* confirmed speakers

Draft Programme

Wednesday 12 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 1 & Introduction to Day 2

OPERATIONALIZING SOCIETAL IMPACT IN SSH

9.15 Challenges and Barriers for SSHA

*Adam Luqmani** Senior Research Portfolio Manager, Economic and Social Research Council, United Kingdom

*Julianne Pigott** Senior Evidence Manager, Arts and Humanities Research Council, United Kingdom

10.15 - 10.30 Break

10.30 Making outcomes of research sustainable, and other reasons to pursue impact

*Adam Luqmani**

*Julianne Pigott**

11.45 - 12.15 Break

STRATEGIES FOR INNOVATION, ENTREPRENEURSHIP AND IMPACT

12.15 Strengthening Innovation and Commercialisation capacity

Johannes Dyring Assistant Vice-President, Business Development and Strategic Initiatives, Ryerson University, Canada

13.15 - 13.30 Break

13:30 Building R&D partnerships

Johannes Dyring

14.30 Q&A for Assignment Prep

14:45 End of day 2

* confirmed speakers

Draft Programme

Thursday 13 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 2 & Introduction to Day 3

IDENTIFYING AND DEVELOPING BUSINESS OPPORTUNITIES

9.15 Human Sciences Approach and Sensemaking

*Mikkel Rasmussen** Co-Founder & Partner, ReD Associates, Denmark

10.00 - 10.15 Break

10.15 Utilising Human Sciences in Consultancy

*Mikkel Rasmussen**

11.00 - 11.15 Break

11.15 Supporting Researchers in Connecting with Society

*Mikkel Rasmussen**

12.00 - 12.30 Break

MEASURING AND EVALUATING SOCIETAL IMPACT

12:30 *Topic TBD*

Speaker tbd

14.30 *Q&A for Assignment Prep*

14:45 *End of day 3*

* confirmed speakers

Draft Programme

Friday 14 May

all times in BST (GMT+1)

8.45 - 9.00 Walk-in

9.00 Recap of Day 3 & Introduction to Day 4

BARRIERS AND OPPORTUNITIES FOR CONSULTANCY

9.15 Developing an institutional culture around Consultancy

*Oliver Cox** Director, Oxford University Heritage Network

10.15 - 10.30 Break

10.30 What structures can be put in place to enable and facilitate consultancy

*Oliver Cox**

11.45 - 12.15 Break

PARTICIPANTS' PRESENTATIONS

How to Develop your Opportunities for Business

12.15 Part 1

13.15 - 13.30 Break

13:30 Part 2

14.30 Final remarks and thoughts

14:45 End of the course...

17.00 Online reception



* confirmed speakers