

Eesti Maaülikool

Promotion of research

Project: Internal quality assurance system for agriculture and biosystem engineering related HEI of Algeria (QUALS)

Presentation by Katri Hellat

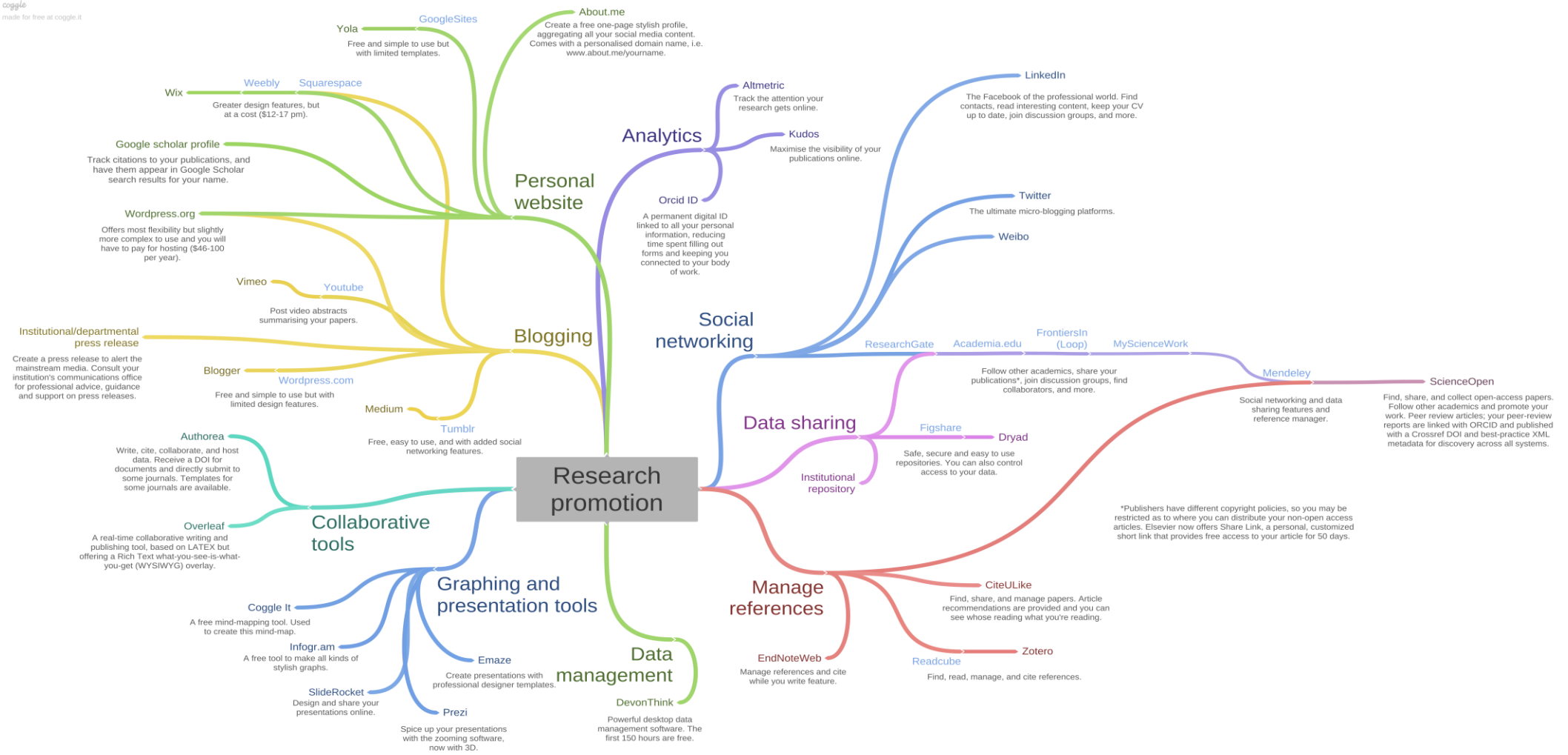
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How to promote research

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How to promote research

Practical tips

1. Create a strategy
2. Online possibilities – SHARE!
 - [Twitter](#)
 - [LinkedIn](#)
 - [Google Scholar](#)
 - [ResearchGate](#)
 - [EurekAlert!!!](#)
 - [YouTube](#)

See also: <https://www.elsevier.com/connect/authors-update/nine-free-resources-to-promote-your-research>

Practical tips

3. Create
 - [ORCID ID](#)
 - [ResearchID](#)
 - Webpage
4. Use
 - [Digital repository \(Dspace\)](#)
 - [DOI](#) / [arXiv ID](#) / [PubMed ID](#)
 - Institutional channels / national media
 - #Hashtags / Blog

Transition from a scientific result to a startup

Commercialisation phases

- identify a technology
- study the market
- create a business strategy
- create a business team
- create an entity (LLC)
- obtain rights to the technology
- raise money, find stakeholders
- sell, sell, sell

The conditions for creating incubators -1

PRE-CONDITION - INNOVATION

Innovation is a change that creates and/or adds value, and provides a competitive advantage here and now.

Innovation deals with:

- New products
- New production methods
- New markets
- New forms of organisation

The conditions for creating incubators -2

Incubation is a process which activates whenever there is a need to support entrepreneurs in developing their business

3 phases of incubation:

- pre-incubation – overall activities supporting the potential entrepreneur (business plan, assessment of a business idea, training)
- Incubation phase – development of a new company.
- Post-incubation – maturity phase activities

The conditions for creating incubators -3

For creating an innovation based incubator there has to be:

1. The potential of endogenous regional development
2. The existence of a specific local and global market
3. A real need to cover gaps in the service supply chain
4. The existence of the wide and active territoriaal partnership
5. The existence of a highly-specialised local expertise

The conditions for creating incubators -4

Positioning an Innovation Based Incubator (IBI)

Key factors:

- pre-existing systems for innovation / fitting into the regional system
- The partnership for innovation (Chambers of Commerce; regional / local development agencies, Science and technology parks, municipalities, national innovation agencies, NGO-s, industrial associations)
- The regional and national policies for innovation
- The regional economic environment
- The typology of entrepreneurs and their needs – the aim of the IBI is to support the entrepreneurial community of the region

Research Data Management Plan

Data management

1. Data discovery and collection (Data management plan)
2. Data documentation and archiving (all the metadata must be tracked to initial data; sensitive data must be documented and archived separately)
3. IPR, informed consent (Informed consent is one of the most important ethical principles in research. In the frame of open research data the informed consent must contain data availability to other researchers.)
4. Data archives (roles, sharing, long-term preservation etc.)

DMP

1. Data collection
2. Documentation and metadata
<https://www.dcc.ac.uk/guidance/standards/metadata/list>
3. Ethics and legal compliance
4. Storage and backup
5. Selection and long-term preservation
6. Data sharing
7. Responsibilities and resources

How to organise research operating – 1

Research is a process:

Basic research -> Applied research -> Technological development -> Market

PHASES

- Screening of the idea
- Identifying funding opportunities
- Application
- Evaluation

How to organise research operating – 2

PHASES

- Contract negotiation
- Establishing the Project
- Dissemination and communication of the Project outcome
- Project closing
- Audit

How to include the socio-economic stakeholders into the national research policy?

Including – making decisions together with those, who are influenced by the decisions and considering their interests

- Good practice of including
- Informing and public consultations. Public consultations – 4 weeks in Estonia
- Feedback to stakeholders – within 30 days
- Balanced representation of interests
- Cooperation between governmental institutions and stakeholders
- Drafts of regulations are made available via governmental information system

Role of the researchers in the promotion of research

Impact is important!

Before publication

TITLE - KEYWORDS - ABSTRACT

Choose the right journal

[Open Access](#)

Get an [ORCID ID](#)

Role of the researchers in the promotion of research

After publication

Social media

Data sharing platforms:

[ResearchGate](#) / [Academia.edu](#) / [ScienceOpen](#) / [MyScienceWork](#) / [Mendeley](#) / [Zotero](#)

[International Science Editing](#):

Video abstracts / Animated figures / Graphical abstracts

podcasts / personal website / blogging / press release / conferences

How to manage and protect the national patent worldwide

Intellectual property is divided into:

- copyright (literary, artistic or scientific works)
- rights related to copyright
- industrial property rights (trade marks, patents, utility models, industrial designs)

Trade mark:



PATENT is an exclusive right granted for an invention

Industrial design – a two- or three-dimensional design of a product.

How to manage and protect the national patent worldwide

CRITERIA OF PATENTABILITY:

- The invention must show an element of novelty; that is, some new characteristic which is not known in the body of existing knowledge in its technical field. This body of existing knowledge is called “prior art”.
- The invention must involve an “inventive step” or “non-obvious”, which means that it could not be obviously deduced by a person having ordinary skill in the relevant technical field.
- The invention must be capable of industrial application, meaning that it must be capable of being used for an industrial or business purpose beyond a mere theoretical phenomenon, or be useful.
- Its subject matter must be accepted as “patentable” under law. In many countries, scientific theories, aesthetic creations, mathematical methods, plant or animal varieties, discoveries of natural substances, commercial methods, methods for medical treatment (as opposed to medical products) or computer programs are generally not patentable.
- The invention must be disclosed in an application in a manner sufficiently clear and complete to enable it to be replicated by a person with an ordinary level of skill in the relevant technical field.

How to manage and protect the national patent worldwide

Getting a patent:

1. A patent application has to be prepared and filed with a national Patent Office for the registration of an invention and grant of patent protection.
2. When determining the patentability of an invention, the Patent Office shall examine if it is new, involves an inventive step and is industrially applicable (Criteria of patentability).
3. Inventions that shall be deemed to meet the criteria of patentability shall be registered in the register of patents. The registration of an invention in the register of patents is deemed to be the issue of a patent.
4. The person who applied for a patent (the applicant) shall automatically become the proprietor of a patent upon the registration of an invention.
5. A letters patent is issued to the proprietor of a patent - a document which certifies the registration and the exclusive right of the proprietor.

How to manage and protect the national patent worldwide

THERE IS NO UNIVERSAL, INTERNATIONAL SYSTEM FOR PATENTS

PATENTS ARE TERRITORIAL RIGHTS

Patent application must be filed in each country where you seek patent protection in accordance with the law of that country.

In some regions the Patent Office accepts regional patent applications ([European Patent Office](#); [African Regional Intellectual Property Organisation](#)).

If you seek a patent protection in a number of countries worldwide, file an International application under the Patent Cooperation Treaty (PCT), administered by the [World Intellectual Property Organisation](#) (WIPO)

The PCT now has 153 Contracting States.

https://www.wipo.int/pct/en/pct_contracting_states.html

How to evaluate the efficiency of the research works

Indicators of scientific impact:

Number of publications and their classification

Impact of scientific articles

Number of industrial property items

R&D outcomes (publications) with highest impact (assessment by the institution)

Sustainability and Potential of Research:

The composition of the R&D staff

The number of doctoral students and graduates

The amount and structure of R&D revenue

The adequacy and state of infrastructure

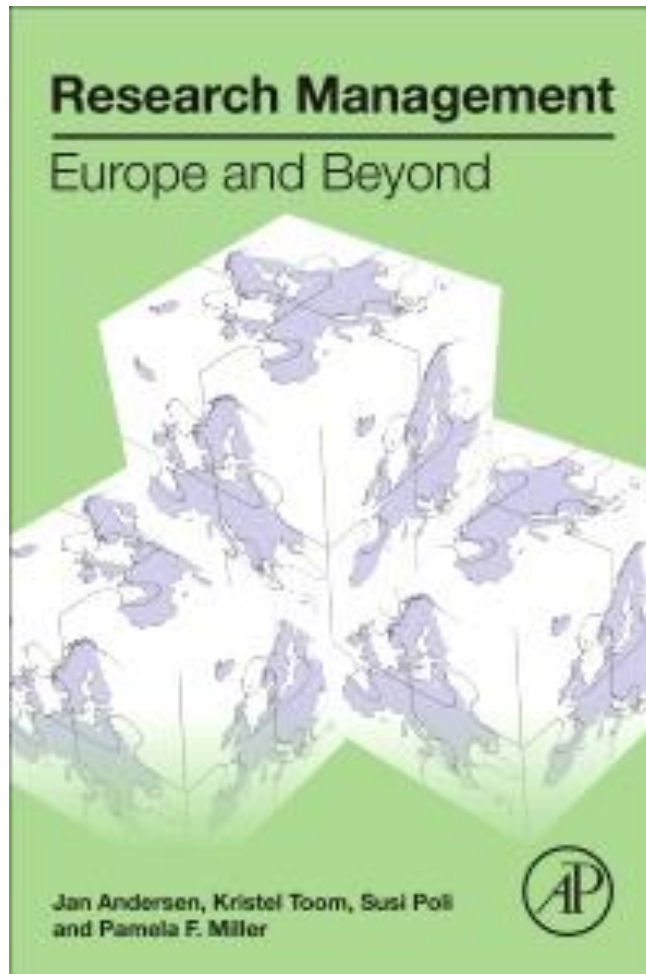
R&D-related collections

How to evaluate the efficiency of the research works

Societal importance of research

- * R&D revenues from service contracts with enterprises or the government
- * counselling activities for the state or enterprises on current societal issues (e.g. participating in advisory committees, administrative bodies etc.);
- * transfer of R&D outcomes and popularisation to society
- * publicly available databases, publications, products/services as outcomes of R&D activities

Recommended reading



About the book

Description

Research Management: Europe and Beyond addresses the myriad responsibilities related to research management and administration. The book incorporates narratives from those working in the field to provide insight into the profession. The book also offers a unique perspective on the topic by incorporating global perspectives to address the growing interdisciplinary nature of research collaboration.

The book outlines practical advice for those in the research management and administration profession at all levels of experience. It is also a useful tool that research institutions and research groups can use to assist in planning and streamlining their research support.



THANK YOU!