

#profes19

PROFES 2019 Industry Day

Panel: Challenges, Impediments and Rewards in Industry - Academia Collaboration

Panelists: Alessandra Bagnato (Softeam), Xavier Franch (UPC), Jari Partanen (Bittium), José Luís de la Vara (U. de Castilla-La Mancha). Moderator: Silverio Martínez-Fernández (Fraunhofer IESE).

Barcelona, November 27th, 2019



Industry (Half-)Day at Profes 2019

Panel – X. Franch position

Challenges

- How to get in touch with interested companies
- How to find a cooperation opportunity
- How to show that we (academia) can provide a value

Impediments

- Low value of a PhD in Spanish industry

• | ≡ EL PAÍS

Materia 1d

^p La Policía científica valora más un curso de revelado de fotografía que un doctorado en Medicina

El polémico concurso para cubrir 142 plazas en comisarías españolas pretende "primar la especialidad"



MANUEL ANSEDE

27 NOV 2019 - 00:39 CET

Rewards

- You learn how things work in a different (“real”) environment
- Your research may have a value outside the H-index
- You meet people with different priorities

Success factors

- Open your ears
- Don’t sell; buy
- Find the champion
- Be incremental
- Don’t be invasive

Challenges, Impediments, and Rewards in Industry-Academia Collaboration



Jose Luis de la Vara

University of Castilla-La Mancha; Senior Researcher, Ramon y Cajal Fellow

PROFES 2019 - Barcelona, November 27th, 2019

Some Background...

Involved in systems & software engineering research at universities and research centres since 2005, mostly in collaboration with companies



Challenges

Interest



Commitment

Understanding



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Impediments

Availability



Bureaucracy

Priorities



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Those are my principles. If you don't like them, I have others

Rewards

Thanks!

Technology



People

Knowledge



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Challenges, Impediments and Rewards in Industry - Academia Collaboration

Jari Partanen
27.11.2019

Bittium

Perspective from the Speaker point of view to Industry – Academia collaboration.

- Started the doctorate studies 1992 – not finalized yet
 - Over 20 papers/presentation, numerous industry papers, 2 top level journal articles
 - Nearly all of the papers connected to a number of research projects in H2020, ITEA and Finnish Business Finland / TEKES frameworks
 - Learning from research – active collaborative research and piloting has been the key over the years
- Topics of the research and learning (as well as papers); Mass customization, Agile WoW, Lean, Innovation Management, Quality-Aware transparent development, cyber security
- Company reviewer / comments to over 20 master thesis (MSc) during the work life
- Board member of University of Oulu Information and Electrical Engineering Faculty

”In industry you should learn always something new, so why not do research together with the academia”

Perspective from the Industry point of view to Industry – Academia collaboration (Example Q-Rapids project (presentation earlier today))

Industry interests are ”practical” derived from

- Alignment of the SW Development Process and Tool chain with Q-Rapids Solution
- Active industry input to Q-Rapids deployment strategy
- Active collaboration with Q-Rapids Researchers (really multiple workshops)
 - Learning from the perspective

=> Exploitation Challenge: Take use research based results (TRL6) which are not industrialised yet (TRL8-9)

”8 % of company personnel involved in the activities”

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Bittium

SOFTEAM GROUP

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PROFES 2019, Industry Day, Barcelona, November 27th 2019
Alessandra Bagnato, Softeam R&D

Profes 2019



20th International Conference on Product-Focused
Software Process Improvement Barcelona, Catalunya,
Spain - November 27 to 29, 2019



SOFTEAM GROUP 2019 - CONFIDENTIEL

SOFTEAM GROUP

SOFTEAM GROUP

CHALLENGES, IMPEDIMENTS AND REWARDS IN INDUSTRY - ACADEMIA COLLABORATION

Challenges

Different perspectives and points of view to be synchronized
Different timing and priorities
Synchronization of work

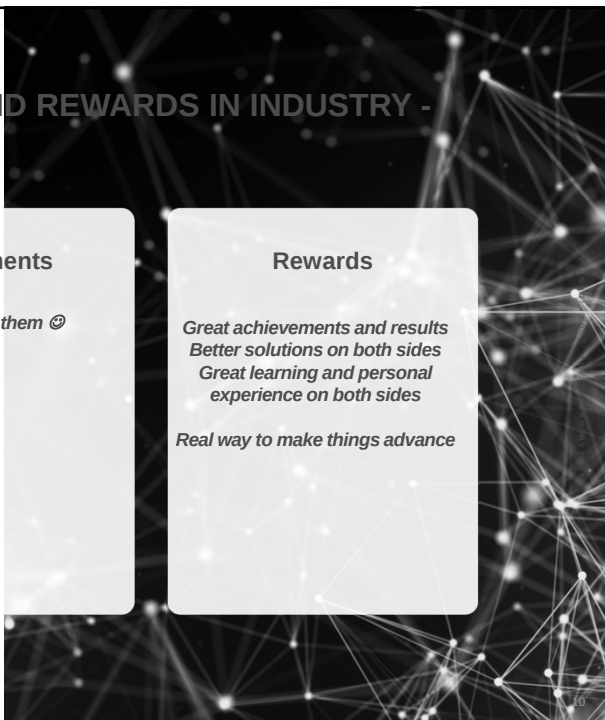
Impediments

Cannot see them 😊

Rewards

Great achievements and results
Better solutions on both sides
Great learning and personal experience on both sides

Real way to make things advance



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Discussions and Wrap-up

- Challenges
 - Deliver value as soon as possible/incrementally, "lean research"
 - Understand the other party/side
 - Training on business models in academia side
 - Trust from industry in long-term research
 - "Breaking the ice" between industry and academia
 - Making them meet
 - Active in channels/opportunities: industrial doctorate programs, specific channels and dedicated events
- Impediments
 - Common goal and value. Discussions from the very beginning!
 - High expectations (e.g., TRL 7-8) from companies in short-term
 - Different culture
- Rewards
 - Win-win!
 - From industry:
 - Dependency on knowledge/technology from research
 - Required effort from both sides!
 - Learning from both sides
 - From research:
 - Motivation that what you are producing gives a value to society