

## Schedule

146th EAAE Seminar:

Technology transfer as a driver of innovative entrepreneurship in agriculture and the agri-food industry

Date: 14-16 July 2015

Location: Chania, Crete, Greece. Venue: Mediterranean Agronomic Institute of Chania

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### July 14<sup>th</sup>

**19:00-20:00**    **Registration**  
(Conference Center)

**20:00**        Welcome Reception  
(Restaurant Mediterranean – Conference Center)

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### July 15<sup>th</sup>

**9:00-10:30**    **Welcome Addresses & Roundtable Discussion I: Technology Transfer and Entrepreneurship**

Elias G. Carayannis George Washington U	Agri-Science To Agri-Business Links And Trends: Green Entrepreneurship and Innovation Ecosystems as Smart, Sustainable and Inclusive Growth Drivers in the US and Europe
Graham Dutfeld University of Leeds	Anticipating the Impacts of Synthetic Biology on Agriculture: Biofuels and Small Molecule Phytochemicals
Nicholas Kalaitzandonakes U of Missouri	Biotech Innovation and the Impact of Regulation

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**10:30-11:00**    Coffee Break

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11:00-12:30	Parallel Session A-I: Consumer Issues of New Products	Parallel Session A-II: Productivity
	<b>Chair : Baziana</b>	<b>Chair: Mattas</b>
	<p><b>Marchini</b>      Variables that affect consumer choice for food products with sustainable attributes.  <i>Andrea Marchini - U of Perugia</i>  <i>Mariarosaria Simeone - U of Sannio</i>  <i>Paola Mancini - U of Sannio</i></p>	<p><b>Fogarasi</b>      Technological change effects on the production performance in the Hungarian food economy  József Fogarasi<sup>1,2</sup>, Anna Zubor-Nemes<sup>1</sup>, Orsolya Tóth<sup>1</sup>, Erzsébet Szász<sup>2</sup>  <sup>1</sup> Research Inst. of Ag. Ec. (AKI), HU  <sup>2</sup> Partium Christian U</p>
	<p><b>Scarpato</b>      The role of brand in consumer perception of food safety.  <i>Debora Scarpato<sup>1</sup>, Azzurra Annunziata<sup>1</sup>, Mariarosaria Simeone<sup>2</sup>, Giacomo Rotondo<sup>1</sup></i>  <sup>1</sup>U of Naples "Parthenope"  <sup>2</sup> U of Sannio</p>	<p><b>Skevas</b>      Dynamic efficiency analysis under a Bayesian framework  <i>Ioannis Skevas - U of Goettingen</i>  <i>Grigorios Emvalomatis - U of Dundee, UK Bernhard Bruemmer - U of Goettingen</i></p>
	<p><b>Nikolaou</b>      Restart in agri-food chains: the case of alternative food networks  <i>Kallirroi Nikolaou , Foivos Anastasiadis , Efthimia Tsakiridou, Konstadinos Mattas</i>  <i>(Aristotle U of Thessaloniki)</i></p>	<p><b>Sabbatini</b>      Estimating the Italian olive oil production function  Valentina Sabbatini - U degli Studi della Tuscia – Mediterranean Agronomic Institute of Chania  Yiorgos Gadanakis - U of Reading  Francisco José Areal- U of Reading  Konstantinos Mattas - Aristotle U of Thessaloniki  George Baourakis - Mediterranean Agronomic Inst. of Chania  Anna Carbone, U degli Studi della Tuscia</p>
	<p><b>Baziana</b>      Investigation of consumer behaviour: A study on organic value  <i>Sotiria Baziana, Kallirroi Nikolaou, Eirini Tzimitra-Kalogianni</i>  <i>(Aristotle U of Thessaloniki)</i></p>	<p><b>Revoredo</b>      New Product Development in Agrifood Supply Chains: The Case of the Potato Sector in the UK  <i>Cesar Revoredo-Giha, Philip Leat (Scotland's Rural College)</i></p>

12:30-13:30	Parallel Session B-I: Organizational and Institutional Innovations	Parallel Session B-II: Open Innovation and Public-Private Partnerships I
	Chair : Iliopoulos	Chair: Kleftodimos
Peng	<p><b>Communication and Innovation in Cooperatives</b>  <i>Xiao Peng, Wendong Deng, George Hendrikse (Rotterdam School of Management, Erasmus U)</i></p>	<p><b>Kalaitzandonakes</b>    <b>How innovations change over the technology life cycle</b>  <i>Kenneth Zahringer - U of Missouri  Christos Kolympiris - U of Bath  Nicholas Kalaitzandonakes - U of Missouri</i></p>
Sergaki	<p><b>Organizational Models for Agricultural Cooperatives: Empirical Evidence for their Performance</b>  <i>Achilleas Kontogeorgos - U of Patras  Panagiota Sergaki - Aristotle U of Thessaloniki  Anastasia Kosma - Aristotle U of Thessaloniki  Vassiliki Semou - Democritus U of Thrace</i></p>	<p><b>Roucan</b>    <b>Organizational Innovations in the French Cattle Beef Industry: A case Study of the Label Rouge Veau d'Aveyron et du Ségala</b>  <i>Maud Roucan-Kane<sup>1</sup>, Sandra M. Schiavi Bankuti<sup>2</sup>,  Melise Bouroullec Machado<sup>1</sup>, José Paulo de Souza<sup>2</sup>  <sup>1</sup>U of Toulouse  <sup>2</sup>State U of Maringá</i></p>
Karanikolas	<p><b>Integrated Farming as an institutional innovation: insights from institutional economics</b>  <i>Pavlos Karanikolas, George Vlahos (Agricultural U of Athens)</i></p>	<p><b>Kleftodimos</b>    <b>Sunflower Seeds Innovation to Improve yield Stability in a changing Environment</b>  <i>G. Kleftodimos<sup>1</sup>, C. Tardy<sup>2</sup>, Ch. Kephaliacos<sup>1</sup>, P. Triboulet<sup>2</sup>  <sup>1</sup> U Fédérale Toulouse Midi-Pyrénées  <sup>2</sup> INRA Toulouse Midi-Pyrénées Research Centre</i></p>
13:30-15:00	Lunch	

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**15:00-16:30 Plenary Session C: Technology Transfer in Agricultural University of Athens**

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**Chair: Rozakis**

- Balafoutis**      **Initiating Disclosure at a Newly Found Office of Technology Transfer: The Case of Agricultural U of Athens**  
*Athanassios Balafoutis - Agricultural U Of Athens*
- Drivas**      **Likelihood and Technology Readiness of Disclosure at an Office of Technology Transfer**  
*Kyriakos Drivas - Agricultural U Of Athens*  
*Andreas Panagopoulos - U of Crete*  
*Stelios Rozakis - Agricultural U Of Athens*
- Anagnosti**      **Invention Disclosures: Do they fit into the technology-push market-pull discussion?**  
*Afroditi Anagnosti - Agricultural U of Athens*  
*Helen Salavou - Athens U of Economics and Business*
- Rozakis**      **Project selection for technology transfer support activities in a public U**  
*O. Cartalos - Logotech consulting Co.*  
*G. Mavrotas - National Technical U of Athens*  
*Stelios Rozakis - Agricultural U Of Athens*
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**16:30-17:00 Coffee Break**

17:00-18:30 Parallel Session D-I: Technology Transfer and Adoption Challenges		Parallel Session D-II: Intellectual Property Rights	
	<b>Chair: Toma</b>		<b>Chair: Panagopoulos</b>
<b>Bouroullec</b>	<p><b>Influence of institutional environment in Brazil and France milk production system</b></p> <p><i>Carolina Andrea Gómez Winkler<sup>1</sup></i>  <i>José Paulo de Souza<sup>1</sup>, Melise Machado Bouroullec<sup>2</sup>, Sandra Mara Schiavi Bánkuti<sup>1</sup></i>  <sup>1</sup><i>State U of Maringá,</i> <sup>2</sup><i>U of Toulouse</i></p>	<b>Voulgaraki</b>	<p><b>The Interplay between PDOs/PGIs and Trademarks</b></p> <p><i>Kyriakos Drivas - Agricultural U of Athens and Agricultural Economics Research Inst.</i>  <i>Matina Voulgaraki - Agricultural U of Athens</i></p>
<b>Cheptea</b>	<p><b>Hosting foreign retailers: impacts on productivity and exports</b></p> <p><i>A. Cheptea - UMR SMART INRA, Rennes &amp; IAW Tuebingen</i>  <i>P. Eppinger - U of Tuebingen</i></p>	<b>Vancauteran</b>	<p><b>The effects of human capital, R&amp;D and firm's innovation on patents: A panel study on Dutch food firms</b></p> <p><i>Mark Vancauteran - Hasselt U and Statistics Netherlands</i></p>
<b>Lovre</b>	<p><b>Multiple Sustainability Dimensions of Retail Sector in Serbia</b></p> <p><i>Koviljko Lovre, Faculty of Economics, Subotica, Serbia</i>  <i>Tatjana Papic Brankov - Inst. of Agricultural Economics</i></p>	<b>Sideri</b>	<p><b>Patent holdup and the role of universities</b></p> <p><i>Andreas Panagopoulos – University of Crete</i>  <i>Katerina Sideri</i></p>
<b>Toma</b>	<p><b>Impact of information transfer on farmers' uptake of innovative crop technologies. A structural equation model applied to survey data</b></p> <p><i>L. Toma<sup>1</sup>, A. Barnes<sup>1</sup>, S. Thomson<sup>1</sup>, F. Burnett<sup>1</sup>, L. A. Sutherland<sup>2</sup>, K. Mathews<sup>2</sup></i>  <sup>1</sup><i>Scotland's Rural College</i>  <sup>2</sup><i>James Hutton Institute, Aberdeen, UK</i></p>	<b>Valavanis</b>	<p><b>Software Copyright, Patents and the "Software as a Service" case: An overview</b></p> <p><i>Dimitris Kremmydas - Agricultural U of Athens</i>  <i>Stelios Valavanis - onShore Networks, LLC</i></p>

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**July 16<sup>th</sup>**

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**9:00-10:30****Parallel Session E-I: Sustainability****Parallel Session E-II: Consumer and Adoption Challenges**

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**Chair: Vellema**

**Grigoroudis**      **Environmental efficiency and innovation performance: A meta-analysis**  
*Elias G. Carayannis - George Washington U*  
*Evangelos Grigoroudis - Technical U of Crete*

**O'Donoghue**      **A Decision Support Tool for Financial Management on Irish Farm Forests: the Development and Use of a Forest Bio-economic Model**  
*Mary Ryan, Cathal O'Donoghue, Vincent Upton*  
*(Teagasc Rural Economy & Development)*

**Vellema**      **Appropriating investment returns under weak public enforcement**  
*Wytse Vellema, Marijke D'Haese, Claude Ménard*  
*University of Paris 1*

**Chair: Lontakis**

**Gaunand**      **A typology of impact pathways generated by a public agricultural research organization**  
*M. Matt - INRA and U of Grenoble Alpes*  
*L. Colinet - INRA*  
*A. Gaunand - INRA and U of Grenoble Alpes*  
*P-B. Joly Inst. Francilien Rech. Innov. Soc.*

**Van Lancker**      **The Challenges of Implementing Open Innovation in a Public Research Institute**

*Jonas Van Lancker - Inst. for Ag. and Fish. Res. and U of Ghent*  
*Erwin Wauters - U of Antwerp*  
*Guido Van Huylenbroeck - U of Ghent*

**Lontakis**      **Performance and Sustainability in Academic Research: An Agricultural Higher Education Case**  
*Lontakis - ELGO-Demeter*  
*Dimitris Kremmydas - Agricultural U of Athens*  
*Rozakis - Agricultural U of Athens*

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**10:30-11:00****Coffee Break**

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<b>11:00-12:30</b>	<b>Parallel Session F-I: Open Innovation and Public-Private Partnerships II</b>	<b>Parallel Session F-II: Technology Transfer and Public-Private Partnerships</b>
	<b>Chair: Arapostathis</b>	<b>Chair: Kastelli</b>
	<b>Giannakas</b> <b>The Economics of (Selective) Free Access to Food Product Innovations</b> <i>Konstantinos Giannakas, Amalia Yiannaka (U of Nebraska-Lincoln)</i>	<b>Salvioni</b> <b>University and Alternative Food Networks collaboration: it is not always a bed of roses</b> <i>Cristina Salvioni Maria Fonte</i>
	<b>O'Donoghue</b> <b>The Impact of Formal Agricultural Education on Farm Level Innovation and Management Practices</b> <i>Kevin Heanue, Cathal O'Donoghue (Teagasc Rural Economy &amp; Development Programme)</i>	<b>Cartalos</b> <b>Promoting technology transfer in a Greek University</b>  <i>O. Cartalos<sup>1</sup>, S. Rozakis<sup>2</sup>, P. Kritsalis<sup>1</sup>, D. Tsiouki<sup>1</sup></i> <i><sup>1</sup>Logotech consulting Co, <sup>2</sup>Agricultural U of Athens</i>
	<b>Arapostathis</b> <b>Agricultural transitions in proprietary regime(s): law, institutions, practices and interests in modern Greece (1920-2015)</b> <i>Stathis Arapostathis, Kiriaki Klokiti (U of Athens)</i>	<b>Kastelli</b> <b>Technology transfer as a mechanism for dynamic transformation of the food sector</b>  <i>Y. Caloghirou, Ioanna Kastelli, Aggelos Tsakanikas (National Technical U of Athens)</i>
<b>12:30-13:30</b>	<b>Roundtable Discussion II: Organizational and Institutional Innovations</b>	
	Michael L. Cook – Robert D. Partridge Chair of Cooperative Leadership University of Missouri	Organizational Innovation in Agribusiness
	Claude Menard - University of Paris 1	Hybrid Organisational Forms
<b>13:00-14:30</b>	<b>Lunch</b>	
<b>14:30-16:00</b>	<b>Workshop on Special Issues and Edited Volume</b>	