



IV Global Entrepreneurship  
University Metrics Workshop

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2021

# IV GEUM

## Panel: Entrepreneurial University Experiences

**Abstract:** This panel aims to present different experiences of universities in conducting their innovation and entrepreneurship activities. Although they have a similarity in the types of activities developed and internal organizations such as incubators, technology parks, strong interaction with the regional economic environment and civil society organizations, these institutions according to the economic and social context, as well as the needs of the regions in which they operate develop unique characteristics. Knowing the different experiences in Latin America, Africa and Europe shows how the concept of an entrepreneurial university has spread across different cultures and socio-cultural contexts.

### Panelists:

- **Juan Fernán Muñoz Rodríguez – Universidade Nacional de São Marcos – Peru**
- **Thiago Renault, Associate Professor, Federal Rural University of Rio de Janeiro**
- **Onesmus Muroki Thuo, Professor Kenyatta University, Quênia**
- **Fernanda Amorim, Brasil Junior**
- **Maurício Guedes, Technology Director of FAPERJ - Carlos Chagas Filho Foundation for Research Support of the State of Rio de Janeiro**

**Moderator: Francisco José de Castro Moura Duarte**

### Mini CV e fotos dos participantes:



**Thiago Renault** - Professor at the Department of Administrative Sciences (DCAd) at the Federal Rural University of Rio de Janeiro (UFRRJ). Permanent professor at the Graduate Program in Management and Strategy. Member of the Center for Advanced Studies at UFRRJ. Economist with master's and doctorate in production engineering, postdoctoral position in the Department of Social, Political and Territory Sciences at the University of Aveiro in Portugal, postdoctoral position at the Research Policy Institute at Lund University in Sweden. He has worked for twenty years in

teaching, research and extension activities on topics related to innovation and entrepreneurship.

**Title: Academic innovation ecosystems in evolution: the case of the University of Aveiro**

Abstract: The presentation focuses on the analysis of the role of the University of Aveiro in the formation of a regional innovation ecosystem. This analysis is based on the institutional research and innovation environment in Portugal and shows the organizational transformation experienced by the university and the evolution of this ecosystem in the last two decades.



**Fernanda Amorim** – Metallurgical and Materials Engineer from the Universidade Estadual do Norte Fluminense Darcy Ribeiro (UENF). Executive President of Brasil Junior Enterprises. She founded and chaired Engloba Consultoria em Engenharia, Junior Enterprise of Civil Engineering, Metallurgical and Materials Engineering, Production Engineering and Agronomic Engineering courses at the State University of the North Fluminense Darcy Ribeiro (UENF).

**Title: Entrepreneurial University Ranking**

Abstract: The Ranking of Entrepreneurial Universities, created and produced by Brasil Júnior represents the creation of an innovative method that aims to assist in the transformation of Brazilian universities, contributing to the evaluation of their entrepreneurial ecosystem.



**Onesmus M. Thuo** - teaches the political economy of education at Kenyatta University. His doctoral thesis on “The role of universities in knowledge-based industrialization in Kenya: a study of university-industry-government linkages in manufacturing sector” was an empirical test of the Triple Helix theory in exploring the existence of an entrepreneurial university in Kenya and which put him squarely in triple helix conversations. A conference paper, “Measuring the Role of Universities in Knowledge-based Industrialization in Kenya” reflects a struggle with the imperative for institutionalizing a management information system to track the development of

a knowledge-based and driven society and economy and the contribution of universities to this increasingly important development agenda. He chairs a university committee on the establishment of a science and technology park at the university. He was part of a research grant committee that won funds for the establishment of an R&D centre on alternative medicine and a pharma-manufacturing plant for alternative medicine. He is lead researcher in an EU-Erasmus project dubbed AHEAD (African Higher Education Leadership in Advancing Inclusive Innovation for Development). He is the founder of TechInnovate Interfaces, a grassroots and inclusive innovation enterprise that seeks to empower youth who are left out of the current elitist education and training system.

## **Title: Experiências de Universidade Empreendedora: O caso da Kenyatta University**

Abstract: Although universities worldwide are increasingly recognized as agents of change across the various spheres of human existence, the pace at which they have evolved to define themselves and operate within increasingly complex environments undergoing ceaseless flux is mixed in different contexts. Many in developing countries are struggling to survive under difficult fiscal pressures due to economic circumstances and government priorities within the education sector. Many are just beginning to emerge from the 'ivory tower' culture and excessive government patronage to engage with industry, driven by survival instincts, internationalization, among other drivers. This paper presents the story of Kenyatta University within this context. Rising from a faculty of education of the University of Nairobi that was relocated to a separate site, Kenyatta University has grown to become a comprehensive university pursuing a three-fold mission of teaching, research and community engagement. Of relevance is the increasing growth of research-science-technology-innovation (RSTI) based 'boundary-spanning' structures to engage industry in the university's strategic direction.



**Mauricio Guedes** - Has been Technology Director of FAPERJ - Carlos Chagas Filho Foundation for Research Support of the State of Rio de Janeiro since July 2018. Was founder and Director of the UFRJ Science Park from its creation in 2003 to 2015. Was also founder and Coordinator of Coppe's Business Incubator from 1994 to 2014. Coordinated the team that developed and applied the Sebrae Challenge, a business game created to awaken the entrepreneurial spirit among university students.

The project was offered in Brazil and eight other Latin American countries. Between 2000 and 2012, more than one million Brazilian students participated in the project. Has been President of the IASP-International Association of Science Parks and Areas of Innovation and Anprotec-National Association of Entities Promoting Innovative Enterprises, an entity that brings together Technology Parks, Incubators and Business Accelerators in Brazil. He is a member of FIRJAN's Business Competitiveness Council. Graduated in Production Engineering at UFRJ, Master in Energy Planning at Coppe, MBA in Marketing at Coppead.

## **Title: UFRJ, um Emprepreneurial Experience**

Abstract: At the Federal University of Rio de Janeiro - UFRJ, over more than twenty years we were able to conduct a rich experience in the field of entrepreneurship. The creation of the COPPE Business Incubator, our graduate school in engineering, one of the pioneers in Brazil, and a few years later, the UFRJ Technological Park, were milestones in the field of entrepreneurship and innovation at our university. With a strong connection with the City Hall and the State Government, we had the opportunity to attract more than a dozen research centers of large corporations, which today interact with the university's laboratories and with a set of startups housed in the Incubator and Small Companies located in the coworking spaces there. We will describe the difficulties faced in this process, some aspects that in our understanding contributed to the results achieved and we will also explore the metrics that can be used in the evaluation of these experiences.



**Francisco José de Castro Moura Duarte** - Graduated in Production Engineering from the University of São Paulo (1983), master's and doctorate in Production Engineering from the Federal University of Rio de Janeiro (1987 and 1994). In 1991 and 1992 he studied Ergonomics at CNAM-Paris, where he took the DEA (Diploma of In-depth Studies). In 2015 he was a visiting professor at the University Lumière-Lyon2. He is currently Associate Professor in the Management and Innovation Area of the Production Engineering Program at COPPE / UFRJ. He has been active in

research projects in the following areas: Ergonomics applied to technological modernization projects or new production units; Industrial Maintenance (planning and skills development), Operational integration and digitalization in different industrial sectors, Safety Culture in high risk industries, Innovation, Development of start-up companies, Management and Innovation in small and medium companies, Development through the Economics of Functionality and Cooperation approach.