



IV Global Entrepreneurship  
University Metrics Workshop

february, 24-26  
2021

# IV GEUM

## **Panel: GEUM Brazil – Entrepreneurship Indicators for Brazilian Universities**

**Abstract:** The entrepreneurial university involves the cultural transformation of academia to play a more active role in society at multiple levels. Teaching and research activities need to be developed and directed to contribute to economic and social development. Such a university is committed to promoting entrepreneurial attitudes, and is capable of creating initiatives at various levels, among faculty, students and administrators. The Multiple Correspondence Analysis was used to analyze the relationship of a set of observations described by a set of nominal variables. The survey was sent by e-mail to the 119 university TTOs that had answered the annual report from the Ministry of Science, Technology and Innovation (MCTI) (2015), which evaluates the implementation of the Innovation Law. The “R” software package was used to access the relationship between the variables of entrepreneurial university. In this panel, the main aspects of the Higher Education Assessment System in Brazil will be presented, with the suggestion of indicators for assessing entrepreneurship and innovation activities covering the following dimensions: 1. Goals and aspirations; 2. Intermediaries and organizational structures to support entrepreneurship; 4. University, industry, government and civil Society interactions; University participation in the local development.

### **Panelists:**

**Mariza Almeida, Associate Professor, Federal University of the State of Rio de Janeiro**

**Branca Terra, Full Professor State University of Rio de Janeiro**



**Mariza Almeida** – Associate Professor on the Industrial Engineering School at Federal University of the State of Rio de Janeiro, D.Sc. in Industrial Engineering at COPPE/Federal University of Rio de Janeiro. Visiting Scholar at Georgia Institute of Technology, School of Public Policy. Coordinator of Research Group Technology, Innovation and Entrepreneurship. She was an Agricultural Engineer at the State Government of Rio de Janeiro (1983–2012).



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**Branca Terra** – Full Professor at the Faculty of Administration and Finance at UERJ, PhD in Production Engineering from the Federal University of Rio de Janeiro - UFRJ / COPPE (1999) with a sandwich doctorate from the State University of New York at Purchase - SUNY (1998), supervised by professor Henry Etzkowitz. She was Visiting Professor at State University of New York - SUNY at Stony Brook (2006) and has a postdoctoral degree from the Faculty of Economics and Administration of the University of São Paulo (2007). She is currently a researcher in the Prociência program and leader of the Innovation and Society and Innovation in Public Management research groups. It implemented the Innovation and Entrepreneurship Laboratory, the Pre-incubation, Incubation and Post-incubation Program of the UERJ Business Incubators Network and the Innovative Business Laboratory-LANI. She coordinates the Institutional Extension Program and Technological Development Unit - Observatory of Innovative Business - ONI / UERJ. She coordinates the Postgraduate Program in Controllershship and Public Management, a professional master's degree, teaching the discipline of Innovation in Public Management. He has experience in technological innovation and industrial organization, working on the following themes: triple helix, S & T & I management, entrepreneurial university, local development, entrepreneurship, technology, technological innovation, research, planning and development of innovative products in micro, small and medium companies, academic management and public policies of S T & I.