

## Research in Industry

*Friday, 23 May 2014 16:30 (1 hour)*

Research & development in the industry generally is project based. More fundamental projects relevant for two or more Business Units are managed on corporate level (Central Research), whereas applied research being closer to the market is normally carried out within a single business unit. Each R&D Project has to be commercially justified, taking into account investment needed, important risk factors, market size, time to market, protection of intellectual property, need for internal and external support, strategic fit. Throughout the project time these factors are reviewed at important milestones, and decision is taken to continue the project, to cancel it or to put it temporarily on hold. Furthermore, a certain portion of the researches time can be used in an informal way for so-called exploratory research.

Besides the pure scientific aspects R&D in the industry is subject to further important constraints: Commercial success (Return on Investment) Intellectual property (patent protection) Regulations (registrations, environmental aspects, working safety...) Industrial associations Production issues Need for inhouse and external Expertise. As a consequence the profile of a successful researcher comprises a solid scientific knowhow combined with communication skills, networking abilities, salesmanship, knowledge of important legislations and sense of cultural issues. A multidisciplinary and international study program like the MaMaSelf is an excellent basis to develop the personal skills of the students.

### Summary

Primary Authors:

Dr. HATER, Wolfgang (BK Giulini GmbH) wolfgang.hater@icl-pp.com

### Summary

Research & development in the industry generally is project based. More fundamental projects relevant for two or more Business Units are managed on corporate level (Central Research), whereas applied research being closer to the market is normally carried out within a single business unit. Each R&D Project has to be commercially justified, taking into account investment needed, important risk factors, market size, time to market, protection of intellectual property, need for internal and external support, strategic fit. Throughout the project time these factors are reviewed at important milestones, and decision is taken to continue the project, to cancel it or to put it temporarily on hold. Furthermore, a certain portion of the researches time can be used in an informal way for so-called exploratory research.

Besides the pure scientific aspects R&D in the industry is subject to further important constraints: Commercial success (Return on Investment) Intellectual property (patent protection) Regulations (registrations, environmental aspects, working safety...) Industrial associations Production issues Need for inhouse and external Expertise. As a consequence the profile of a successful researcher comprises a solid scientific knowhow combined with communication skills, networking abilities, salesmanship, knowledge of important legislations and sense of cultural issues. A multidisciplinary and international study program like the MaMaSelf is an excellent basis to develop the personal skills of the students.

### Summary

Primary Authors:

Dr. HATER, Wolfgang (BK Giulini GmbH) wolfgang.hater@icl-pp.com

**Presenter:** Dr HATER, Wolfgang

**Session Classification:** Evening Sessions