

2013 SATU Joint Research Scheme Project Report – Project D

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| Project Title | Reflections on the Models and Roles of University Incubators (UI) ~The Perspective from the Cultural and Creative Industries |
| NCKU PI / Co-PI | PI Asst. Prof. Chung Hsiao-Ling, Institute of Creative Industries Design, R&D Division Chief, CCIRDC Co-PI Assoc. Prof. Liou Shuenn-Ren, Dept. of Architecture Chief Executive Officer, CCIRDC |
| NCKU Host Unit | Culture and Creativity Incubation and R&D Centre (CCIRDC), College of Planning and Design, NCKU |
| Foreign Co-PI and Institute | Assoc. Prof. Md Nasir Daud Dept. of Estate Management, Faculty of Built Environment, Uni. of Malaya (UM) |
| Visiting date | September 26-27, 2013 |

I. Objectives

As proposed, the 2013 Joint Research Seminar titled with *Reflections on the Models and Roles of University Incubators - The Perspective from the Cultural and Creative Industries* aims to bring together a group of multi-disciplinary participants through discussions and dialogues to advance UI knowledge and values, with the focus on the cultural and creative sector.

II. Collaborative Strategy

Using the Joint-Research Seminar as a kick-start for the SATU research collaboration between NCKU and UM, the project team proposed a strategy plan to create further exchange opportunities between NCKU and UM. The key goals are to: 1) build communication and collaboration mechanism; 2) develop quality, creative, and practical solutions; 3) build a flexible and financially sustainable network organization.

III. Summary of Current Progress in Collaborative Research

The collaborative strategy between the CCIRDC-NCKU and the incubation centers with the University of Malaya starts with the formation of the project team through the design and carrying out of the 2 day research seminar with CCIRDC. Over the 2-day seminar, the 1st day 8/26th was scheduled with warming up and introduction activities including institutional presentations from both sides, and a half-day campus and outing tour in the city of Tainan on various cultural and creative sites of interest. On the 2nd day 8/27th, the proposed research questions are discussed across the macro-micro levels discussion sessions and along three main themes: 1) Co-Evolution of Cities and Universities, 2) University: Incubators: Roles and Methods, 3) University Incubators: Stakeholders and Strategies of Academia/Industry Collaboration.

IV. Future Perspectives

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| The Post-seminar meeting attended by Prof. Feng-Tyan LIN (the Dean of College and Planning and Design) and the PI and Co-PIs of the project has outlined the future collaborative plans: 1) Facilitate the faculty-level MOU between NCKU and UM, 2) Exchange of student and faculty between NCKU and UM, 3) Exchange visits between NCKU and UM. | |