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Libera Università di BOLZANO >> Sua-Rd di Struttura: "Facoltà di ECONOMIA"

### Parte III: Terza missione

▶ QUADRO I.0	I.0 Descrizione generale delle attività di terza missione
	<p>One of the research objectives within the Faculty of Economics and Management that is directly related to Third Mission Activities is to promote the regional applicability of its research. Beyond their innovative research ideas, all faculty members strive to demonstrate that their work is not only purely scientific but can also be directly related to local or international stakeholders, industry and public institutions. Most of the Faculty's activities classified as Third mission are characterised by an effort of transferring to the community some of the knowledge developed in research activities.</p> <p>Within this general framework, enhancing regional applicability involves efforts and initiatives of direct research cooperation with local stakeholders (i.e. industry and/or public institutions). For some of the main research areas of the Faculty (i.e. Tourism, Marketing and Regional Development (ToMReD), Law, Economics and Institutions (LEI), and Quantitative Methods and Economic Modelling (QMEM)), research and teaching efforts are of particular relevance in a regional context. Hence these efforts have led to highly successful events that have concrete regional applicability (as indicated later in section I.4). A specific example of a research collaboration is the direct cooperation with local wineries in an on-going research project on wine tourism. Moreover, Faculty members are doing research presentations for local institutions (e.g. the seminar on tax avoidance for the lawyers and public accountants of Bolzano), organised internal industry events (e.g. the monthly presentations of the Tourism Management Club in Brunico) or participation in external events (e.g. divulgative intervention within the presentation of local statistics by Banca d'Italia).</p> <p>In addition, the Faculty of Economics and Management organizes a regular Luncheon research seminar series with external speakers for which we invite also local stakeholders as well as representatives from industry and public institutions. We are also trying to select particularly relevant topics and if possible time them to coincide with local events to attract an additional audience with a special interest in the topic (e.g. a seminar on licensing varietal innovations by public institutions was held jointly with the Interpoma Fair).</p> <p>The Faculty is also organizing international conferences and research workshops which are used for outreach activities with local stakeholders where appropriate. For instance, the Faculty has organized the VHB Management conference in 2012, which was used to engage with local industry representatives, stakeholders and policy makers. Another example is the 2011 conference of the American Association of Wine Economists where we organised a pre-conference workshop specifically for the local wine sector and where selected conference participants presented a series of relevant papers in a non-technical way to industry representatives.</p> <p>Faculty members are regularly called upon for interviews in the local media to express their specific expertise on current issues and local affairs. In order to provide incentives to engage in a variety of Third Mission activities, internal procedures have been established within the Faculty. For example, the internal evaluation of activities used for promotion and contract extensions explicitly acknowledges services in the interest of the local community and public engagement. This is particularly relevant for non-senior faculty members who need to advance in their career.</p> <p>In sum, the Faculty of Economics and Management has a coherent strategy including incentives to promote Third Mission activities. Faculty members select research topics with regional applicability, they try to engage the local stakeholder in research cooperation efforts, they disseminate research results to them, they invite external speakers with particular expertise and local relevance, and they organize conferences and internal industry events that are used as a platform to engage representatives of local industry, institutions and policy makers.</p>