



Anno 2014

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

### Parte III: Terza missione

▶ QUADRO I.0	I.0 Obiettivi e linee strategiche relative alle attività di Terza Missione
	<p>Research and teaching activities within the Faculty of Economics and Management aim to involve public engagement in many ways. An important objective of our research agenda is to promote the applicability of the research projects in the faculty in a regional context. Beyond implementing innovative research ideas, faculty members strive to show that their work is not purely scientific but that it can also be related to industry, public institutions and local stakeholders. Most of the Faculty's activities classified as Third mission are characterized by efforts to transfer knowledge developed in research activities to the community.</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) as well as research and teaching efforts of particular relevance in a regional context. The main research areas in Tourism, Marketing and Regional Development centers its research efforts around the highly important tourism sector. The main research area in Law, Economics and Institutions is involved in promoting the impact the regional autonomy through public events. The main research area in Innovation and Entrepreneurship is responsible for holding several industry events around its core activities (e.g. Start-up Weekend, Micro-Stories). These efforts have led to highly successful events that have concrete regional applicability (as will be indicated in section I.4).</p> <p>Specific examples of research collaborations involve local wineries in a research project on wine tourism. Moreover, faculty members are presenting their research to local institutions (e.g. the workshop on the effects of EU membership on South Tyrol's autonomy for specific legislative and administrative competences), are organizing internal industry events (e.g. the monthly presentations of the Tourism Management Club in Brunico) or participation in external events (e.g. interventions during the annual presentation of local statistics by Banca d'Italia).</p> <p>In addition, the Faculty of Economics and Management organizes a regular research seminar during lunch time with renowned external speakers. For this seminars we also invite 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. presentation on licenses for varietal innovations through public institutions was held jointly with the Interpoma Fair 2014).</p> <p>The Faculty is also organizing conferences and research workshops which are used for outreach activities with local stakeholders where appropriate. For instance, the Faculty has organized a conference on Il contrasto all'abuso del diritto nei rapporti economici e tributari. Un dialogo tra diritto dell'economia e diritto tributario in November 2014, which was used to engage with representatives, stakeholders and policy makers. Another example is the public conference Hospitable Economics which was held in November 2014.</p> <p>Faculty members are regularly called upon for interviews in the local media or at public events to express their specific expertise on current issues and local affairs (profs Schubert, Weissensteiner, Schamel). 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 evaluation of activities used for internal promotions and contract extensions explicitly acknowledges services in the interest of the local community and public engagement which is particularly relevant to non-senior faculty members in their career advancement.</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 on issues of local relevance, and they organize conferences and internal industry events that are used as a platform to engage with local industry representatives, institutions and policy makers.</p>