2015 SATU Summer Intensive Program Announcement

Southeast and South Asia and Taiwan Industry-Academia Collaboration Trend Forum

Call for participants

Application Deadline: June 10th (Wednesday), 2015

**Forum Date**

July 8-11(Wednesday-Saturday), 2015

**Overview**

Traditionally been thought of as the places for higher education and basic research, universities are currently situated in the crossroads of research, education and innovation. It is vital that knowledge flows from universities into business and society. Therefore, universities also lie in the core of successful, leading economies in the world.

There are two main ways to propel technologies directly to industry by universities: licensing of intellectual property and initiation of start-up companies. Effective transformations of fundamental research to intellectual property commercialization rely on deliberate incubation. Additionally, campus entrepreneurship also needs to be promoted. Cooperation between universities and the industry will intensify inventions into innovations. From a BRIDGE perspective, strategic plans must be developed by universities to pursue and establish partnerships with the industry, in order to meet today’s challenges and create the future opportunities, which is indeed the perpetually mission of universities.

2015 SATU Summer Intensive Program- Southeast and South Asia and Taiwan Industry-Academia Collaboration Trend Forum is organized by Institute of International Management, Medical Device Innovation Center and SATU International Secretariat in National Cheng Kung University (NCKU). This forum is aiming to emphasize the current trend of Industry-Academia Collaboration and bring higher education into a new era. Hopefully, this will bring novel ideas to our participants from Southeast and South Asia and Taiwan member universities.

Through this forum, we are confident to increase, strengthen, support and coordinate the research network and craft the potentially feasible and applicable adaptations or strategies for future policies in respective countries.

**Tuition Waiver**

SATU International Secretariat offers tuition waiver to all participants from member universities. For participants from non-member universities, the tuition fee for the program is NTD 20,000(about 667 USD). Airfare and transportation in Taiwan is at participants’ own cost. To encourage participation from abroad, SATU International Secretariat offers free Tainan vintage tour on July 10th for participants from Southeast and South Asia member universities.

**Eligibility and application procedure**

The workshop is open for university faculty members, post-doctor researchers, graduate students, and senior technicians or staff from SATU member and observer universities. English will be used as the official workshop language. Those who are Interested in taking part should apply online at: <http://140.116.240.3/satu/2015summer/>

before June 10th (Wednesday), 2015.

**2015 SATU Presidents’ Forum Summer Intensive Program(tentative)**

**Southeast and South Asia and Taiwan Industry-Academia Collaboration Trend Forum**

**Venue: International Conference Hall, Kuang-Fu Campus,**

**National Cheng Kung University (NCKU)**

Date: July 8 – July 11, 2015

| July 8th (Wednesday) |
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| Time | Agenda |
| 9:00-9:30 | Registration & Social LuncheonVenue: Multi-function Room, 1F, International Conference Hall |
| 9:30-9:50 | Opening Ceremony* Opening remarks by Chairman of the SATU Presidents’ Forum

Dr. Huey-Jen Jenny Su, Chairperson of SATU Presidents’ Forum and President of National Cheng Kung University* Welcoming Address by IMBA Director

Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University* Welcoming Address by MDIC

Dr. * Welcoming Address by SATU International Secretariat

Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum International Secretariat and Vice President for International Affairs of National Cheng Kung UniversityVenue: Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University |
| 9:50-10:10 | Group PhotoVenue: Stairs, 1F, International Conference Hall |
| 10:10-10:30 | Morning Tea |
| 10:30-11:20 | **Keynote speech:** A Paradigm for Academia-Industry Collaboration in Advanced Manufacturing: AIM-HI Perspective**Introduction by** Dr. Cheng-Hung Huang, Secretary General of SATU Presidents’ Forum and Executive Vice President of National Cheng Kung University(?)**Speaker:** Dr. Yeau-Ren Jeng, Vice President of National Chung Cheng UniversityVenue: Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University |
| 11:20-12:10 | **Keynote speech :** The General Discussion of Taiwan Current Government-Academia Collaboration in Industry-related projects**Introduction by**Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Hui-Mi Hsu , Dean of Engineering School, National Ilan University  |
| 12:10-13:00 | Lunch Buffet |
| 13:00-13:50 | Concurrent Sessions | Venue |
| **Topic:** Activation of TLR2 and TLR6 by dengue NS1 protein and its implications in the immunopathogenesis of dengue virus infection**Introduction by** Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University**Speaker:** Chu Jang Hann(Justin), Department of Microbiology, National University of Singapore | Room 1 |
| **Topic:** A Win-Win Strategy for Academia-Industry Collaboration in Creative Industry: CSUDH Experience**Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Dr. Joseph Wen, Dean of College of Business Administration & Public Policy, California State University Dominguez Hills | Room 2 |
| Junior CampIntroduction to IMBA by Director ChenIMBA Faculty Teaching and Research Experience: -IT: Director Chen-Finance: Prof. Yang and Prof. Hsieh-Marketing: Prof. Kao and Prof. Wang-Supply Chain & Technology Management: Prof. Chang | Room 3 |
| 13:50-14:00 | Break |
| 14:00-14:50 | Concurrent Sessions | Venue |
| **Topic:** Frequency and maturation stage of dendritic cell during acute dengue viral infection.**Introduction by** Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University**Speaker:** Dr. Kovit Pattanapanyasat, Department of Research and Development, Faculty of Medicine Siriraj Hospital, Mahidol University | Room 1 |
| **Topic:** Developing Industry-Academia collaboration in Brunei Darussalam**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. David Koh, Vice-President (Research & Innovation) and Assistant Vice-Chancellor, University of Brunei Darussalam | Room 2 |
| Junior CampIntroduction to IMBA by Director ChenIMBA Faculty Teaching and Research Experience: -IT: Director Chen-Finance: Prof. Yang and Prof. Hsieh-Marketing: Prof. Kao and Prof. Wang-Supply Chain & Technology Management: Prof. Chang | Room 3 |
| 14:50-15:20 | Afternoon Tea |
| 15:20-16:10 | Concurrent Sessions | Venue |
| **Topic:** Relative susceptibility of B cell subpopulations to apoptosis mediated by Fas molecule during acute dengue viral infection.**Introduction by** Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University**Speaker:** Dr. Nattawat Onlamoon, Division of Instruments for Research, Faculty of Medicine Siriraj Hospital, Mahidol University | Room 1 |
| **Topic:** Ecosystem of Entrepreneurial University in First Tech**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Jyh-Cheng Yu, Dean, Office Research and Development, National Kaohsiung First Univ. of Science and Technology | Room 2 |
| Junior Camp-Guest University sharing: teaching and researchCo-operation Opportunity Dialog-IIMBA Doctoral students organize sharing：博士生人選(TBD)：Andree, Julie, Timothy, Sarah, Viet, Danny, Nurul, Trung, An | Room 3 |
| 16:10-16:20 | Break |
| 16:20-17:10 | Concurrent Sessions | Venue |
| **Topic:** Host Genetic and Protection Against Severe Dengue**Introduction by** Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University**Speaker:** Dr. Sazaly Bin Abu Bakar, Tropical Infectious Diseases Research and Education Center(TIDREC), University of Malaya | Room 1 |
| **Topic:** Algal Growth Control Within Natural Water Purification Systems**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Yeh, Tzung-Yuh, Department of Civil and Environmental Engineering, National University of Kaohsiung | Room 2 |
| Junior Camp-IIMBA Doctoral students organize sharing：博士生人選(TBD)：Andree, Julie, Timothy, Sarah, Viet, Danny, Nurul, Trung, An | Room 3 |
| 17:10-18:00 | Panel Sessions: | Venue |
| **Topic:** General discussion of international joint research**Host:** Dr. Guey-Chuen Perng , Center of Infectious Disease and Signaling Research, National Cheng Kung University**Panelist:** 1. Chu Jang Hann(Justin), Department of Microbiology, National University of Singapore
2. Dr. Kovit Pattanapanyasat, Department of Research and Development, Faculty of Medicine Siriraj Hospital, Mahidol University
3. Dr. Nattawat Onlamoon, Division of Instruments for Research, Faculty of Medicine Siriraj Hospital, Mahidol University
4. Dr. Sazaly Bin Abu Bakar, Tropical Infectious Diseases Research and Education Center(TIDREC), University of Malaya
 | Room 1 |
| **Topic:** Obstacles of international joint research**Host:** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University **Panelist:**1. Dr. Yeh, Tzung-Yuh, Department of Civil and Environmental Engineering, National University of Kaohsiung
 | Room 2 |
| Junior Camp-IIMBA Doctoral students organize sharing：博士生人選(TBD)：Andree, Julie, Timothy, Sarah, Viet, Danny, Nurul, Trung, An | Room 3 |
| 18:00-20:00 | Welcome Dinner |

| July 9th (Thursday) |
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| Time | Agenda |
| 9:00-10:30 | Concurrent Sessions | Venue |
| **Topic:** The Collaboration of Google Glass and CSUDH Business School: An Effective Learning Research using Wearable Technology in Higher Education**Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Dr. Joseph Wen, Dean of College of Business Administration & Public Policy, California State University Dominguez Hills  | Room 1 |
| **Topic**: Molecular Epidemiology and Control of HIV Infection**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Yi-Ming (Arthur) Chen, Vice President of Kaohsiung Medical University | Room 2 |
| -Round table discussion -Industry opportunity sharing（業界講者名單待確認）Participants: Director Chen, Industrial enterprisers, senior administrators from Southeast Asia invited by Director Chen（IIMBA邀請之東南亞學者, 業界專家） | Room 3 |
| 10:30-10:50 | Morning Tea |
| 10:50-11:40 | Concurrent Sessions | Venue |
|  | Room 1 |
| **Topic:** The status of University - Industry collaboration in Vietnam and University - Industry partnership model in Vietnamese national university Ho chi minh ( VNU-HCM)**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Huynh Quyen, Vice Director of Department of Science and Technology, Vietnam National University, Ho Chi Minh City | Room 2 |
| Junior CampPh. D. students demonstrate software, database, data analysis.博士生人選(TBD)：Andree, Julie, Timothy, Sarah, Viet, Danny, Nurul, Trung, An | Room 3 |
| 11:40-12:30 | Concurrent Sessions | Venue |
| **Topic:** Model of Industry-Academia Cooperation based on Institut Teknologi Bandung Experience**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Edwan Kardena, Director of Partnership and International Relations, Institute Teknologi Bandung | Room 2 |
| Junior CampPh. D. students demonstrate software, database, data analysis.博士生人選(TBD)：Andree, Julie, Timothy, Sarah, Viet, Danny, Nurul, Trung, An | Room 3 |
| 12:30-13:30 | Lunch Buffet |
| 13:30-14:20 | Concurrent Sessions | Venue |
| **Topic:****Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Dra. Maura Linda Sitanggang, Ph.D., Director General of Pharmaceutical Services and Medical Devices, Ministry of Health, Indonesia | Room 1 |
| **Topic:** Renewable Energy Policies in Taiwan: Experience for Vietnam**Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Luu Quoc Dat, Faculty of Development Economics , Vietnam National University, Hanoi | Room 2 |
| Junior CampGroup Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project. | Room 3 |
| 14:20-14:30 | Break |
| 14:30-15:20 | Concurrent Sessions | Venue |
| **Topic:** The rotor design and configuration of a novel building integrated cross-axis-wind-turbine**Introduction by** Dr. Wei-Cheng Wang, Department of Aeronautics and Astronautics, National Cheng Kung University**Speaker:** Dr. Chong Wen Tong, Department of Mechanical Engineering, University of Malaya | Room 1 |
| **Topic:** **Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Mr. Stefanus Charlie, FA Director of Miracle Aesthetic Clinic Group, Miracle Aesthetic Clinic Group | Room 2 |
| Junior CampGroup Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project. | Room 3 |
| 15:20-15:50 | Afternoon Tea |
| 15:50-16:40 | Concurrent Sessions | Venue |
| **Topic:** **Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Mrs. Euis Saedah, Director General of Small and Medium Enterprises, Ministry of Industry, Indonesia | Room 1 |
| **Topic:****Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Dr. Hem Bonarin, Associate Dean, Academic Program Office, Pannasastra University of Cambodia, South Campus, Cambodia | Room 2 |
| Junior CampGroup Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project. | Room 3 |
| 16:40-17:30 | Concurrent Sessions | Venue |
| **Topic:****Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** Dr. Rofina Yasmin Othman, Director for Technology Transfer Office, University of Malaya | Room 1 |
| **Topic:** Scenario Building & Exploration of Analytical Knife in Marketing Science Research: Perspective, Trend, and Obstacle for internationalization of Asian Marketing Scholar’s Research**Introduction by** Dr. Jeng-Chung Victor Chen, Professor and Director, Institute of International Management, National Cheng Kung University**Speaker:** Dr. Augusty Tae Ferdinand, DBA, Faculty of Economic and Business, Diponegoro University, Indonesia. | Room 2 |
| Junior CampGroup Discussion: Every Professor mentors one group formed by one Ph.D. student and one Junior Faculty member to work together and try to produce a simple research project. | Room 3 |

| July 10th (Friday) |
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| Time | Agenda |
| 08:00-17:00 | Tainan vintage tour (Free for speakers and participants from Southeast and South Asia member universities.) |
| 18:00-20:00 | Farewell Party |

| July 11st (Saturday) |
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| Time | Agenda |
| 9:00-10:30 | **Keynote speech :** Texas A&M-Industry Collaboration in Medical Device Research & Development**Introduction by****Speaker:** Dr. Michael J. McShane, IEEE Sensors President-Elect, Professor of Biomedical Engineering, Texas A&M University.**Venue:** Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University |
| 10:30-10:50 | Morning Tea |
| 10:50-11:40 | **Keynote speech :****Introduction by** Dr. Yueh-Min Ray Huang, Executive Secretary of SATU Presidents’ Forum and Vice President for International Affairs of National Cheng Kung University**Speaker:** **Venue:** Conference Room 1, B1, International Conference Hall, Kuang-Fu Campus, National Cheng Kung University |
| 11:40-12:00 | Closing |
| 12:00-12:30 | Lunch Box |

**Contact Information**

SATU Presidents’ Forum International Secretariat

National Cheng Kung University

E-mail: satu@email.ncku.edu.tw

Website: http://conf.ncku.edu.tw/satu/

Contact Person: Evelyn Yu (Mrs.)

Tel: +886-6-2757575 ext. 50956

+886-6-2099250

Fax: +886-6-2373551