

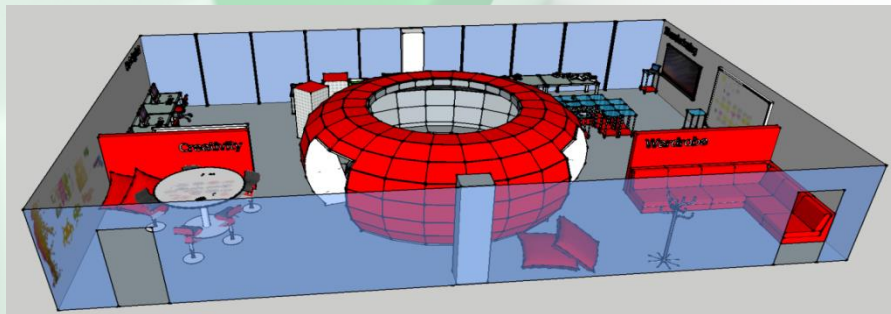
2nd IRCA Seminar 8/6/2016, M402, 13:30 – 15:30

INNOVATION LAB

Silke Tegtmeier will introduce the MCI Innovation Lab, as space that fosters innovation for professionals, researchers and students alike. Thanks to a generous donation by the *Bitten og Mads Clausen Fond*, the Innovation and Design Engineering (IDE) Section of the MCI can implement a well-designed concept, which facilitates the innovation process in a unique setting of the Innovation Lab. This will be achieved by focusing on stages of the innovation process, namely ideation, product and process development, and related business aspects. These focal areas will be physically reproduced in the Lab to allow a tangible innovation experience, which will enhance teaching, research, and problem-solving related to practice. Entrepreneurs and professionals from any industrial background will benefit from workshops in the respective areas and can utilize the Innovation Lab and the competences of the IDE section to foster their innovation efforts.

Silke Tegtmeier will focus in her presentation on the commercialization of the ideas and products developed at the Innovation Lab and on research aims at investigating entrepreneurial decision making. Based on theories related to entrepreneurial decision making, entrepreneurial decisions of the Lab users will be analyzed by unveiling entrepreneurial decisions at the different stages from generating a first idea to starting a business and leaving the lab as a university-based incubating facility. (Technology Entrepreneurship).

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**IRCA's guest speaker Prof. Hansjörg Mixdorff at the
2nd IRCA Seminar 8/6/2016, M402, 13:30 – 15:30**



Prof. Hansjörg Moxdorff worked as a lecturer of Digital Signal Processing at Beuth University Berlin and continued as a DFG (Deutsche Forschungsgemeinschaft) post-doc fellow. Since 2001 he was appointed professor of Digital Audio and Video Processing at the Faculty of Computer Science and Media and since then he has expanded his teaching towards Speech Communication, Speech Signal Processing and Perception.

His main research interests are the modeling of prosodic features of speech, especially in cross-language comparison, and Text-to-Speech systems.

An Introduction to Quantitative Prosody Modeling, Prof. Hansjörg Mixdorff at the 2nd IRCA Seminar

The talk will provide an introduction to the prosodic parameter of speech and their connection with underlying linguistic and para-linguistic units and structures. The author argues that theories on prosody must be evaluated by synthesis of prosody-modeled utterances and hence a quantitative approach is required that predicts all necessary parameters and their numerical values as they evolve in time. The Fujisaki model is one such approach. Although its original purpose is the decomposition of fundamental frequency contours into a parsimonious set of parameters, it also permits to link the contours to the underlying segmental structure.

How to publish in business journals? Experiences and hints at the 2nd IRCA Seminar

The need to publish in good quality peer reviewed journals has always been critical for academics to progress their careers. In recent years however, an added imperative to publish in such journals has arisen. In turn, there is increasing pressure upon journal editors to assess a growing volume of submissions and to ensure a fair and comprehensive review system. Hence, it is even more tricky for interdisciplinary research to find an appropriate outlet where the articles can be published in reasonable time, and that counts for all authors in their respective domain. Before this background, Alexander will share his experiences with being an author and an editor of business journals with publication do's and don'ts. Moreover, he will give a brief overview of relevant business journals for research in the context of IRCA.

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Embedded Creativity in Regional Business Networks

A research project on "Embedded Creativity in Regional Business Networks" has been initiated. The trigger for this research is project, that aspiring entrepreneurs rely mostly on the local markets and locally provided services. Lateral actors like municipalities, public consultancies and local universities can facilitate the process of becoming a part of the local company's network and of adapting universal research findings to new marketable solutions. By accessing information and resources which supplement and complement existing assets of established entrepreneurs, they can overcome liabilities of newness.

This project tries to find out how aspiring entrepreneurs can be supported by lateral actors (e.g. universities), to get better access to market relevant information and for better integration into business networks. It also investigates the necessary preconditions to exploit entrepreneurial creativity.

The participants in this project are: Susanne Gretzinger (IER), Simon Fietze (IER), Tochukwu (Toby) Ugonna Ogbonna (IER) and Alexander Bream (MCI).

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Importance of the communication in a company

How important is it how well people communicate in a company? -- In a joint project involving the German company Meesenburg, Kerstin Fischer, Nicole Baumgarten and Oliver Niebuhr from IDK and Bodo Steiner from IER investigate the effects of communication problems caused by different language, cultural and sectorial backgrounds within a company, as well as the role of communication technologies for successful information flow, with the aim to identify measures for absorptive capacity. In addition, research on persuasiveness and creativity (PERCY) was successfully continued to include Mark Zuckerberg as well as three female American CEOs, i.e. Meg Whitman (H&P), Oprah Winfrey (Harpo), and Ginni Rometty (IBM). First results have just been presented at a special celebration session during an international conference in Boston of a famous speech researcher at MIT. Two ERASMUS exchange students (from Kiel and Gothenborg) will join the PERCY project during the summer break in order to carry out perception experiments and develop acoustic profiles of charismatic speech in TED talks.

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VIP Club Invitation

We are pleased to announce that the library in collaboration with institutes, IRCA and SDU International Staff has established the VIP Club as a gathering place for VIPs to meet on a monthly basis for networking, learning and just having fun.

First VIP Club's lunch will be held 23th June, 11:30 – 12:45, Cafe Alision outdoor area (Everyone pay own lunch). After lunch will follow mini seminar 12:15-12:45, U101.

Leuphana conference – call for papers

7th Leuphana Conference on Entrepreneurship will be held in Lüneburg, Germany, 19th – 21st January 2017. We invite papers with topics on the edge of entrepreneurship and global challenges including:

- Globalization (international entrepreneurship)
- Digitization (technology and entrepreneurship)
- Refugee crisis / peace and conflict / war (social and societal entrepreneurship)
- Climate change (sustainable entrepreneurship)
- Demographic change (entrepreneurship and aging)
- Poverty / rich-poor gap (reducing poverty through entrepreneurship/ entrepreneurship education)
- Innovation (innovation and entrepreneurship)

Deadlines: Abstracts by 18th September 2016, should be e-mailed to the following address: lceconference@leuphana.de. Paper selection notification in October 2016.

For further details check conference website: www.lce2017.org

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