

---

## Preface

---

### Thomas Baaken\*

Science-to-Business Research Centre Germany  
Muenster University of Applied Sciences  
Corrensstr. 25, D-48149 Muenster, Germany  
Fax: +49-251-83 65534  
E-mail: baaken@fh-muenster.de  
\*Corresponding author

### Yoshio Sugasawa

Nihon University Graduate School of Business  
8-24, Kudan-Minami 4-chome Chiyoda-ku  
Tokyo 102-8275, Japan  
Fax: +81-3-5275-8298  
E-mail: yoshio@gsb.nihon-u.ac.jp

**Biographical notes:** Thomas Baaken (PhD, Diploma in Management) holds a position as a Tenure Professor for Marketing at the Muenster University of Applied Sciences. His research lies in the areas of science-to-business marketing, industrial marketing (B-to-B) and technology marketing. In 2003-2004, he visited as Guest Professor in 'Technology Transfer and Management' in the Education Centre for Innovation and Commercialisation (ECIC) at The University of Adelaide. In 2002, he established the cooperative Science-to-Business Marketing Research Centre, funded by the German Government and the European Commission. In 1998-2003, he held the position of the Deputy Vice-Chancellor Research at his university.

Yoshio Sugasawa is a Professor of Technology Management in the Graduate School of Business at the Nihon University. His teaching and research field is in the area of strategic and competitive analysis and technology commercialising. He is a council member of the Ministry of Economic, Trade and Industry and the New Energy and Industrial Technology Development Organization. He is an editorial member of the Pacific Economic Review and the Institute of Electronics and Communication Engineers of Japan. He is a member of the Society of Competitive Intelligence Professionals.

---

## 1 Introduction

'Science-to-Business Marketing' is about successful industry/university collaboration in research and development activities. International interest and need in science-to-business marketing is rapidly growing and led to four previous international conferences in Adelaide, Australia in 2003, in Muenster, Germany and Brussels, Belgium in 2004 as well as in Pretoria, South Africa in October 2005.

This special edition of the *International Journal of Technology Intelligence and Planning* mainly contains the contributions of the 5th conference in the series that was organised and hosted by the Graduate School of Business of Nihon University in cooperation with the Science-to-Business Research Centre Germany on 25–26 October 2005 in Tokyo, Japan.

The aim of the 5th conference on *Science-to-Business Marketing and Successful Research Commercialisation* was to contribute to the subject and to continue discussions about science-to-business marketing by comparing and reviewing customer satisfaction surveys of industry/university R&D collaborations conducted in Australia, Germany, Japan and South Africa in cooperation with the Science-to-Business Research Centre Germany. Other related experiences and contributions from Australia, Brazil, Finland, Germany, India, Singapore, South Africa, Spain, Sweden, Switzerland, UK, and the USA were also presented and discussed during the two-day conference.

The papers of this special journal edition discuss the interrelationships and latest knowledge related to intelligence, innovation, and technology marketing in the context of helping companies and universities develop strategies for tomorrow's marketplace.

Agius *et al.* describe in their paper the innovative organisational structure of the Australian Centre for Plant Functional Genomics that has proved attractive to potential alliance partners for collaborative R&D and commercialisation. Amadi-Echendu *et al.* examine the university/industry collaboration in research and development projects within the context of a technology colony such as South Africa. Gouthier *et al.* deal, in their article, with approaches to service-related science-to-business collaborations, presenting examples from three international (consulting) firms – Roland Berger Strategy Consultants, Siemens Business Services and IBM. Plewa and Quester use established knowledge in the relationship marketing area and extend its application to the analysis and management of science-to-business linkages in Australia. Sasaki and Jung describe in their paper how Asian culture reshuffles the conditions of technology marketing in comparison to Western culture. Sugawara analyses in his paper the product innovation and market strategy of RF SYSTEM, a venture company which has established an approach to product innovation and commercialisation in a typical SME and has developed unique sales strategies. Suzuki compares the typical Japanese business model with the global approach and provides a three-dimensional model that explains the successful innovation process. Von Hagen *et al.* present in their paper results of realised satisfaction studies on research customers in Germany and Australia. They identify key factors of customer demand and explore perceived performance evaluations regarding the given criteria.

All papers included in this special journal edition have been reviewed by an international panel of referees to ensure high quality and relevance, as a source of useful references on the subject of science-to-business marketing. The effort and time of all committee members is acknowledged, as well as sincere gratitude to all the authors for the contributions.

The venue was supported substantially by the Japan Ministry of Education, Culture, Sports, Science and Technology and opened by the German Embassy at Tokyo. It was officially registered as a project in the 'Germany in Japan year 2005/06' and in the European Union/Japan year 2005 as well.