



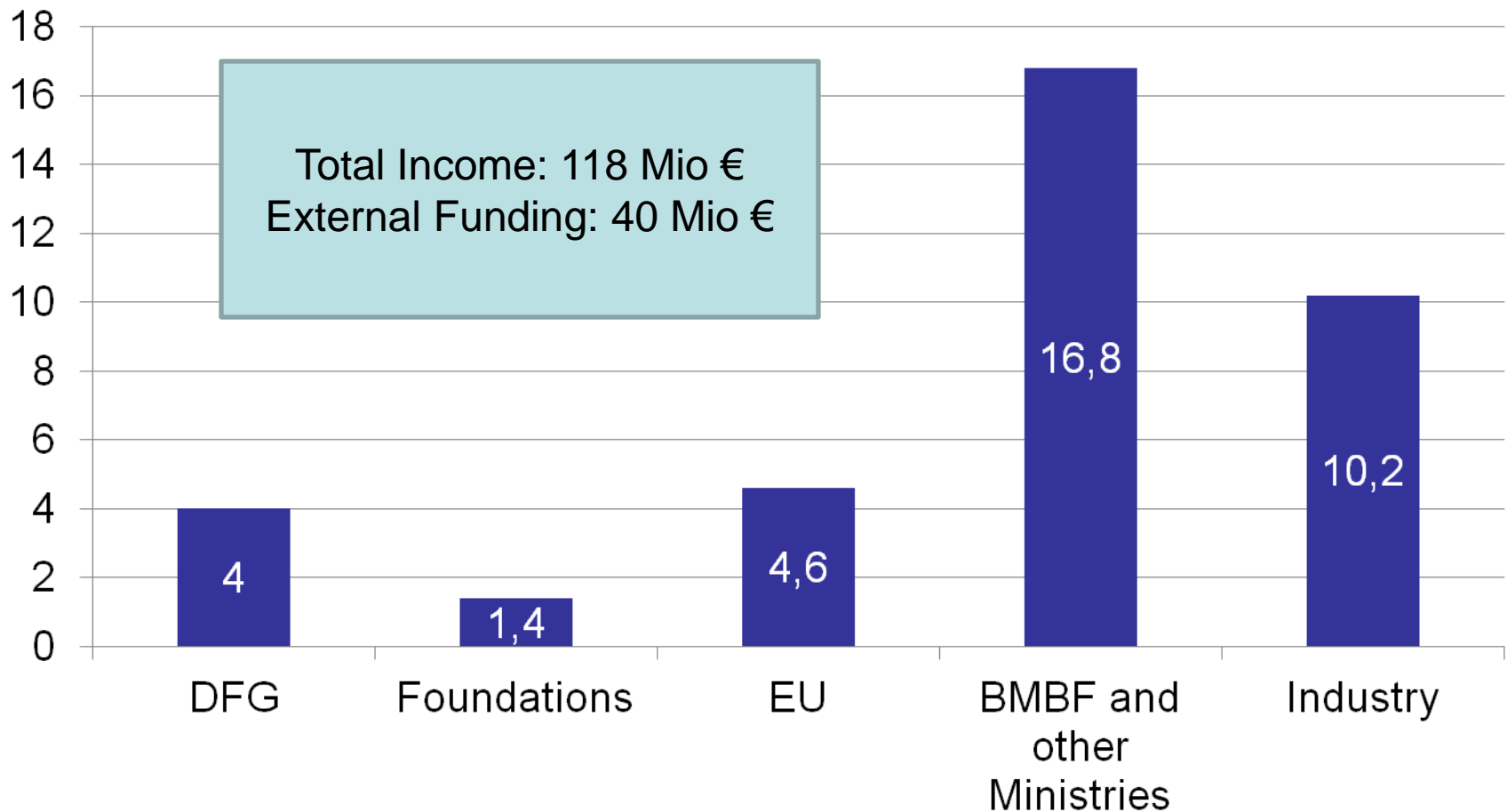
# WBCInno Presentation University-Enterprise Cooperation

Hamburg University of  
Technology





# External Funding 2013





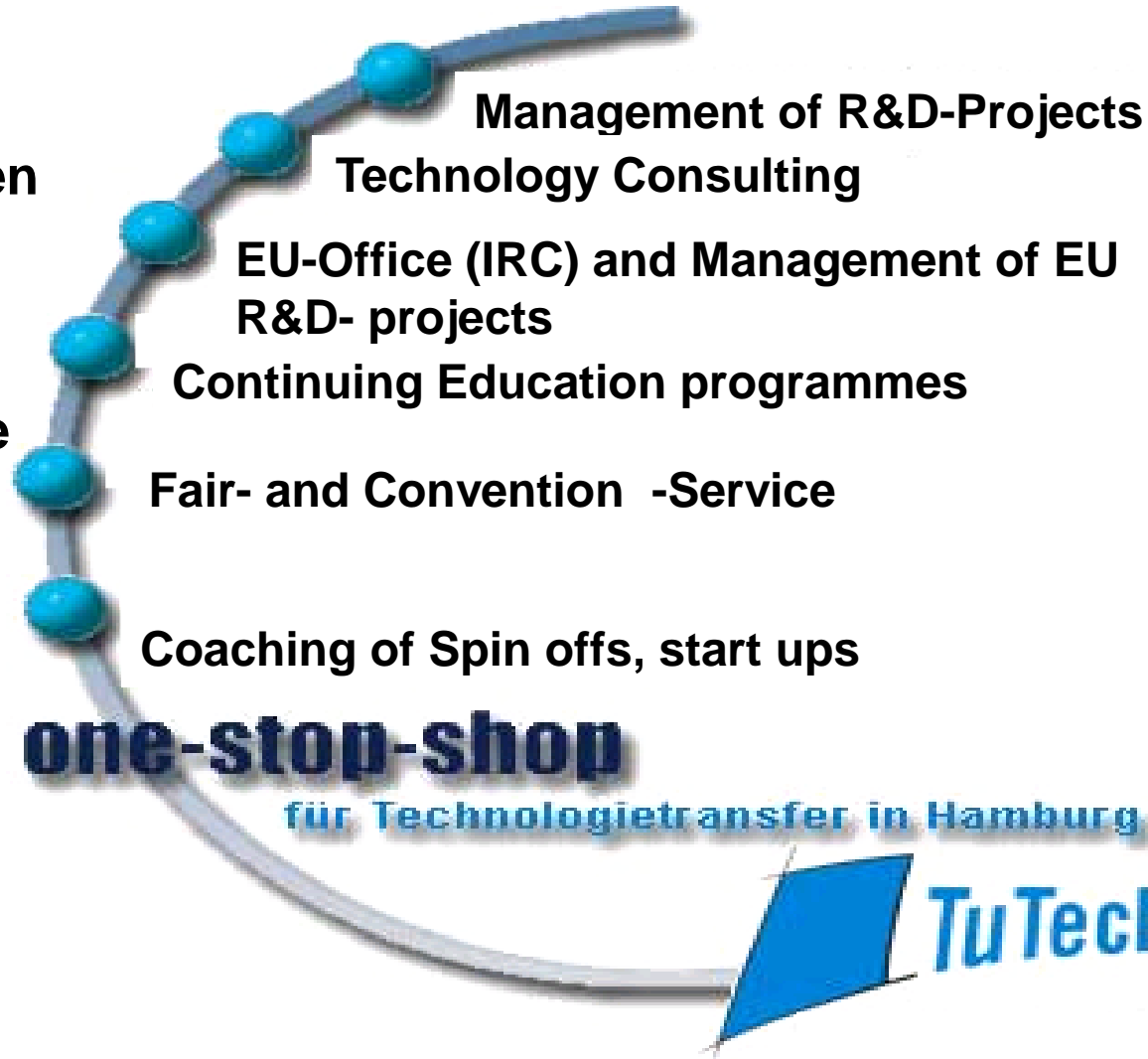
# TuTech Innovation GmbH

WBCInno

... the first  
outsourced  
university driven  
company for  
TechTransfer,

... Best Practice  
Example for  
many other  
universities in  
Germany

TUHH owns  
51 % of  
the shares





- Consultancy
- Licensing
- Projects
- Spin outs





- **General Contract**
  - TUHH pays TuTech a yearly amount
  - TuTech supports TUHH institutes with proposal submission (e.g. review of financial part, and seminars on funding schemes)
  - TuTech forwards requests to the fitting institute
- **Project-related**
  - TUHH institute which runs the project pays a share of the project staff costs to TuTech
  - TuTech performs administrative and financial reporting tasks





# Institute for Business Logistics and General Management

## Professors



Prof. Dr. Dr. h. c. Wolfgang Kersten



Prof. Dr. Thorsten Blecker

## Research Associates



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M.Sc.  
Birgit von See



M.Sc.  
Maren Wichmann





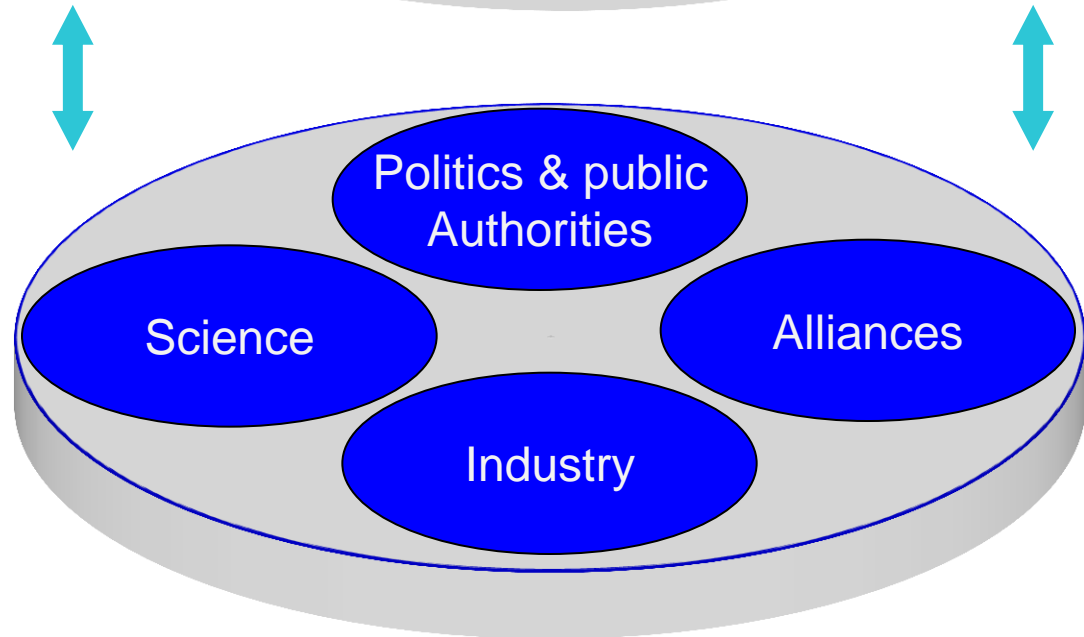
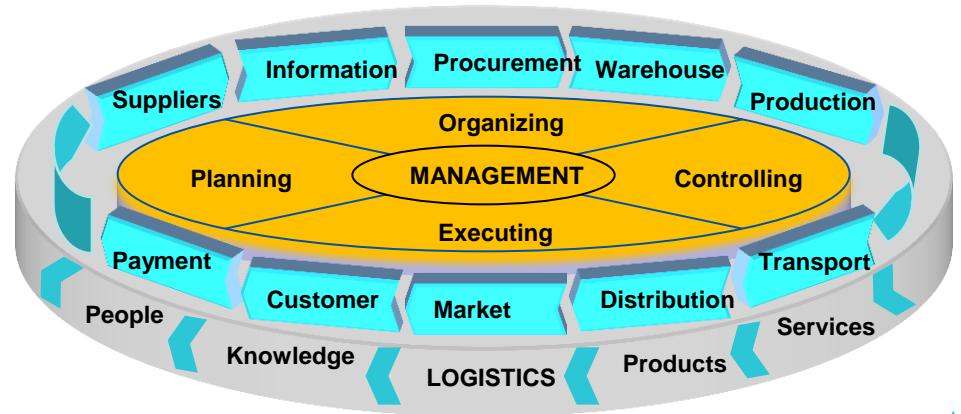
# Research Focus





# Possibilities for Cooperations

- Working Groups
- Expert Interviews
- Research Projects
- Industry Projects
- Workshops
- Bachelor-/Masterthesis
- Seminar Paper and Diploma Thesis

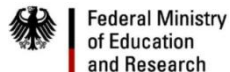






# Current Projects

- BMBF Project „secure air cargo – concepts, strategies and technologies for secure and efficient air transport chains (SiLuFra)“
- BMVBS Project „research information system“ (FIS) in line with the new structurization and actualization of the information system
- DFG Project „Exploring behavioral decision making: An application of RFID technology for the measurement of shopping process data“
- EACEA Project „modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and Innovation (WBCInno) in line with the Tempus Programme
- EU Project „development and implementation of a program advancing research education and exploitation for the support of national innovation systems (PARENIS) in line with the Tempus Programme





# Extraction of closed projects

- BMBF Project „secure and efficient logistics processes, prevention, identification, and handling strategies“ (SefLog) in line with research for civil security
- BMBF Project „piracy and maritime terrorism as a challenge for maritime trade security: indicators, perceptions and options for action (PiraT) in line with securing supply chains
- Anti-terror compliance
- Integrated approach to IMprove the supply chain for COntainer transport and integrated SECurity simultaneously (IMCOSEC)
- Service-oriented architecture and RFID for steering a model railway (SARFIR)
- German Italian conference on the interdependencies between new product development and supply chain management“ (GIC PRODESC)
- Delphi Study to benefits of RFID in container logistics
- 



Federal Ministry  
of Education  
and Research

DAAD

Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service





# Cooperating partners in science and alliances (extraction)

## WBCInno

### Science (Excluding Tempus partners)



Università degli Studi  
Guglielmo Marconi



BUCERIUS LAW SCHOOL  
HOCHSCHULE FÜR RECHTSWISSENSCHAFT

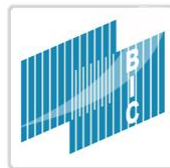
Institute for Strategic Future-  
analysis of the Carl-Friedrich  
von Weizsäcker Stiftung UG



### Alliances



Verband der Hochschullehrer  
für Betriebswirtschaft e.V.



International Container Security  
Organization



Modernization of WBC universities through strengthening of structures  
and services for knowledge transfer, research and innovation





# Cooperating Partners in Industry

WBCInno

Industry



**Lufthansa Technik**

**hellmann**  
Worldwide Logistics



**FIEGE**



**software** AG

**KUEHNE+NAGEL**



**AIRBUS**

**AT&KEARNEY**

Fraunhofer

Institut  
Materialfluss  
und Logistik

**CBRNE**

**SAUER  
DANFOSS**



**duisport**



*excellence in logistics*

**NXP**  
founded by Philips

**Süderelbe** AG  
Metropolregion Hamburg

**HLI**

**CSB**  
TECHNOLOGIES GMBH  
Innovation in Security

Hamburger  
Logistik  
Institut GmbH

Cooperations

Thesis

Industry Projects

Research Projects





**Interdisciplinary,  
holistic view**

**Combination of  
perspectives of  
different fields**

➔ (1) Methods and knowledge transfer through workshops, discussion forums and conferences

➔ (2) Working groups for the application of modern management concepts

➔ (3) Performance of scientific (international) surveys

➔ (4) Dealing with demanding industry projects

➔ (5) Development of an international competence network of research and industry

➔ (6) In-house-training, consulting and benchmarking

➔ (7) Student works supervision, e.g. Master thesis





# Example: Conference

- **Hamburg International Conference of Logistics**

- **Target**

Multidisciplinary network and forum for scientists and practitioners involved in logistics and supply chain management, started in 2006 and takes place every year

- **Topics**

2011: Maritime Logistics and International Supply Chain Management

- **Participants**

Scientific and practical contributions from different disciplines such as Business Administration & Economics, Engineering, Computer Science, Science & Mathematics and Law

- **Output Example Proceedings 2011**

Kersten et al (2011) Maritime Logistics in the global Economy

Blecker et al (2011) International Supply Chain Management and Collaboration Practices





# Example: Competence Network

- **Logistics Initiative Hamburg**



- **Targets**

Creating and maintaining sustainable concepts in order to make transport and logistic “fit for the future”

- **Topics**

- Bundling of ideas, requirements and interests of companies in order to identify and decrease growth limitations, revealing spaces, buildings and a logistic oriented traffic infrastructure
- Supporting of innovations and new technologies in order to strengthen the competitiveness of Hamburg including workshops, working groups, and forums for systematically improving knowledge across branch intern development in the region

- **Participants**

Industry, research and science of the metropolitan region of Hamburg together with growth initiatives in Hamburg

- **Output Example**

Award “future logistics” for the most innovative logistics project a year





# Example: Working Groups

- **Working Group “Future Logistics“**



- **Targets**

Initiation, support and practical implementation of logistic innovations in companies as pilot projects including the search for funding

- **Topics**

Defining basics of effective and efficient logistics processes, analyzing practical requirements of logisticians to innovative and technological solutions, technical products, concepts, and ideas for optimized logistics processes and developing them, as well as collecting best practices and benchmarks

- **Participants**

Working group with managers of trading, industry or service companies with interest in innovative logistics concepts and technical developments as well as scientists

- **Output Example**

Practical guideline for the handling of “anti-terror-lists“ in logistics







- **RFID in Maritime Container Logistics: A two-stage Delphi Study on Participant Specific Benefits**
- **Target**  
Identifying and evaluating the commercial benefit of RFID in container logistics across the different stake holders by a Delphi study (online and paper based)
- **Topics**
  - introduction to RFID technology and a description of relevant RFID applications in container logistics (license plate, shipment tag and eSeal), followed by a comparison of these applications
  - degree of benefits (technology-based and based on information generated through RFID) for each relevant supply chain participant, i.e. the benefits for shipper, logistic service provider, consignee, container terminal and container owner
- **Participants**  
logistic partitioners (container terminals, container owners, consignee, shipper, service provider), logistics consultants, IT providers operating in the logistics area
- **Output**  
Will, T. (2010) RFID in Maritime Container Logistics: A Delphi Study on Participant Specific Benefits





# Example: Industry Project



- **Secure and efficient logistics processes: prevention, identification and handling strategies (SefLog)**
- **Target**  
Balancing requirements of logistics companies and economy with the security requirements of politics and public authorities by a concentrated view on procedures and processes
- **Topics**  
Averting dangers and minimizing damages, minimizing negative security effects on supply chains, avoiding cost-intensive technical or organizational solutions
- **Participants**



- **Output**  
Practical implementations and Best Practice Guideline



# Example: Students' work supervision



*Hamburg University of Technology*

- **Bachelors' or Masters' thesis, Diploma works, project seminars, internships**
- **Target**  
Providing a platform for students to do applied research during their bachelor or master degree. Offering companies having high-level, up-to-date contributions to their managerial improvements.
- **Topics**  
Logistics and supply chain management, security management, maritime terrorism, product development, variance and complexity management
- **Participants**  
Industrial companies with interests in LogU research fields
- **Output**  
Student papers





# Thank you for your attention

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