

School of Management and Marketing
Seminar Notice

TITLE : **Managing Research Collaboration: the case of CERN ATLAS**

SPEAKERS : **Dr Markus Nordberg (CERN) and
A/Professor Shantha Liyanage (Macquarie University)**

BIOGRAPHIES

Dr. Markus Nordberg is the Resources Coordinator of the ATLAS project at CERN, Switzerland. Markus holds an MSc degree from the University of Helsinki (Theoretical Physics) and a PhD from Tilburg University (Economics and Business Administration). His responsibilities include financial and organizational management of ATLAS, monitoring of the subsystem execution as defined in the Memorandum of Understanding, and budget planning and resources allocations for the CERN-ATLAS Team.

A/Professor Shantha Liyanage is at the Macquarie Institute of Innovation at Macquarie University.

DAY/DATE : Wednesday, 30 May 2007

TIME : 12.30-1.30p.m.

VENUE : 40.131

ABSTRACT

Increasingly research is conducted in collaborative and team environment. This is important for the synthesis, combination and strategic management of knowledge. Managing research collaborations in major research partnerships such as ATLAS project is complex. Scientific collaboration has been subject for intense research scrutiny. With growing commercial interest in research, leading and managing such partnerships is not always easy. The research literature in economics of innovation suggests that collaborative behaviour is one key element in managing complexity, creating competitive advantage and economic growth. But, paradoxically, this suggests non-economic (competitive) behaviour for which economic governance structures are not geared to. Drawing on recent book on "Managing Pathbreaking Innovation *CERN ATLAS, Airbus and Stem Cell Research" (<http://www.greenwood.com/catalog/Q496.aspx>) co-authored with Shantha Liyanage and Rudeiger Wink, Markus Nordberg raises management and leadership lessons in managing complex research collaborations. Dr. Markus Nordberg focuses on describing the purpose and dynamics of leadership and scientific collaborations, using ATLAS-project (www.atlas.ch) at CERN, Geneva, as a case. He describes the mission and motivation behind the project and explains how the innovation dynamics work across the participating 164 research institutes and some 400 industrial suppliers around the world. He then tries to identify factors behind successful collaborative behaviour, which could based on gained experience also in parallel, contribute to economic growth on a wider scale thus solving the apparent paradox. Markus concludes, on a personal note, what seems to work in innovation-driven environments and what not.

Lunch will be provided.

SMM Research Seminar Series Convenors,

Karin Garrety & Joshua Chang