

10–12 October 2016, Max Planck Institute for the History of Science,  
Berlin

## From Knowledge to Profit? Scientific Institutions and the Commercialization of Science

Workshop organized by the  
Research Program for the History of the Max Planck Society (GMPG)



Website: <http://gmpg.mpiwg-berlin.mpg.de/en/events>

Contact: [commercialization@mpiwg-berlin.mpg.de](mailto:commercialization@mpiwg-berlin.mpg.de)

### Monday, 10. October

- 14.00-14.15 JÜRGEN RENN & FLORIAN SCHMALTZ (GMPG, BERLIN)  
Welcome
- 14.15-14.45 JAROMIR BALCAR & ALEXANDER V. SCHWERIN (GMPG)  
Basic Research & Commercialization: the Case of the Max  
Planck Society

### Section 1: Innovation Regimes

Chair: MONIKA DOMMANN (ETH ZÜRICH)

- 14.45-15.45 ANNA GUAGNINI (UNIV. BOLOGNA)  
Individuals, Institutions, and the Commercialization of  
Academic Science: A Long-term Comparative Perspective
- 15.45-16.15 **Coffee Break**
- 16.15-17.15 ZHIHUI ZHANG (CHINESE ACADEMY OF SCIENCES, BEIJING)  
From "Ivory Tower" to "Doing Business". The Chinese  
Academy of Sciences and the Rise of the Chinese "Silicon  
Valley" (1980-1990)
- 17.15-18.15 HELMUT MAIER (UNIV. BOCHUM)  
The Innovation System of the Max Planck Institute of Coal  
Research Ltd.

### Keynote Lecture

- 18.30-19.30 DOMINIQUE PESTRE (CENTRE ALEXANDRE KOYRÉ, PARIS)  
Is Commercialization the Best or Only Word? On the  
Economization of Environmental Protection since the 1970s

### Tuesday, 11. October

#### Section 2: Institutional Identities

Chair: CARSTEN REINHARDT (UNIV. BIELEFELD)

- 09.30-10.30 CHRISTINA DIBLITZ (UNIV. SUTTGART)  
In Between of Service, Fundamental Research and  
Innovation: A 'Triple Helix' Model of the Material Producers  
and Scientific Service Groups in the Max Planck Society
- 10.30-11.00 **Coffee Break**

11.00-12.00 JAROMIR BALCAR (GMPG, BERLIN)  
Technology Transfer in the Mode of Trial and Error: The History of Max Planck's Garching Innovation Ltd.

12.00-13.00 GABRIEL GALVEZ-BEHAR (CNRS, LILLE)  
The Patents of French Science: The Case of CNRS

**13.00-14.00 Lunch**

### Section 3: Professionalization

Chair: ULRIKE THOMS (GMPG, BERLIN)

14.00-15.00 DAVID KALDEWEY (Univ. Bonn)  
Changing Modes of Identity Work: Commercialization From Within Academia

15.00-16.00 ALEXANDER V. SCHWERIN (GMPG, BERLIN)  
Max Planck Biosciences in the 1970s/80s and the Struggle for New Directions

**16.00-16.30 Coffee Break**

### Keynote Lecture

16.30-17.30 PHILIP MIROWSKI (UNIV. NOTRE DAME, USA)  
The Advent of 'Open Science': A New Neoliberal Era?

### Round Table

17.45-19.30 Participants and short statements by  
MONIKA DOMMANN, JEAN-PAUL GAUDILLIÈRE, JÜRGEN KOCKA, PHILIP MIROWSKI, DOMINIQUE PESTRE; Chair: FLORIAN SCHMALTZ  
Commercialization in Comparison

## Wednesday, 12. October

### Section 4: Strategies of Merchandizing

Chair: JEAN-PAUL GAUDILLIÈRE (CNRS, CERMES3, Paris)

09.00-10.00 TON VAN HELVOORT (NETHERLANDS)  
"Make, Buy or Ally": Unilever and the New Biotechnology During the Last Quarter of the 20<sup>th</sup> Century

10.00-11.00 CYRUS MODY (MAASTRICHT UNIV.)  
Commercialization as Experimentation: Entangled Institutional Innovations among Santa Barbara Physicists in the 1970s

**11.00-11.30 Coffee Break**

11.30-12.30 CHRISTOPHE LECUYER (UPMC, PARIS)  
Selling Innovation: The Case of Semiconductor Research at the University of California

12.30-13.30 GEMMA CIRAC CLAVERAS (INSTITUT PIERRE SIMON LAPLACE, PARIS)  
Trading with Satellite Weather Data in the United States: Public or Commodities

### Final Discussion

13.30-14.00 CARSTEN REINHARDT (UNIV. BIELEFELD)  
Concluding Remarks