

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

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: Professionalization

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: Institutional Identities

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 20th 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