

Project Proposal - shortened

Professional Certificate Programme

„European Research and Transfer Management“ (EURESTMA)

PART 1: The project to implement the EURESTMA programme

1. Background

The development and success of the European Research Area (ERA) does not only depend on European researchers, but also on research management. Research managers have to organize processes and international networks, they create structures and incentive systems for interdisciplinary research, and they implement systems of research marketing or research measurement and assessment. The range of tasks goes from the support of research strategy development and implementation to operative support of research projects. Usually, research managers also need skills in the context of knowledge transfer, for example taking care of industry relations or science-to-business processes.

The professionalization of research management is an ongoing process in many European countries. However, in many European countries there is a lack of qualified research managers, especially with an international mindset. Universities in Europe have implemented professional academic programs, usually targeting at a national audience. There are comprehensive national MBA programmes for higher education and research management, but also more specialized trainings for specific target groups. These programs are implemented nationally, but research processes do not take place in the national context, their nature is international. Good practices implemented in one European country could stimulate the development of similar processes in other European countries. Therefore, we should take the academic qualification of research managers to a European level, fostering the professional exchange and peer learning among European research managers. Furthermore, bringing European research managers together is a basis for continuous networking and lifelong professional relationships. The formation of the ERA would benefit from a transnational community of highly qualified research managers.

Furthermore, the European policy agenda has a strong focus on the connection between research and the transfer/innovation function of universities. The competitiveness of Europe depends on the ability to transfer research outcomes to practical applications in industry and society. A modern training approach for research managers has to see the transfer aspect as an integral component. When we talk about research management or research managers in this proposal, we always include transfer.

To achieve this, we intend to develop a European Professional Certificate Programme “Research and Transfer Management”, being offered to European research and transfer managers, organized by an alliance of leading providers of academic higher education and

research management trainings and programmes in Europe. This EURESTMA project covers the development phase and two rounds of piloting the programme, leading to a long-term implementation funded by participation fees.

2. Objectives

The overarching objective of EURESTMA is to contribute to the professionalization of European research management by establishing a professional certificate programme, attended by research managers from various countries, leading to cross-national perspectives and a European community of programme graduates. This is a consequent and innovative approach, taking the national experiences with such programmes one step further.

To achieve this, we define the following specific objectives related to the programme:

- Providing up-to-date knowledge on research and transfer management in European countries, certified with an academic degree and ECTS points;
- Enabling peer learning between participants from European countries;
- Relating human resource development of research managers with specific actions of organizational development in the participants' institutions, fostering the application of the new knowledge;
- Establishing an active community of graduates to ensure continuous mutual learning.

Prof. Dr. Frank Ziegele, Dr. Kai Handel, UAS Osnabrück, July 2022