



**GUADALAJARA 2018**

24 y 25 de septiembre

VIII Congreso Internacional  
de **Conocimiento** e Innovación

**HÁBITATS DE INNOVACIÓN Y ECONOMÍA DEL  
CONOCIMIENTO: UNA APUESTA PARA EL FUTURO**

**INNOVATION HABITATS AND THE KNOWLEDGE  
ECONOMY: A STAKE IN THE FUTURE**

## PLENARY SESSIONS

### CONFERENCES

- New generation of innovative universities: challenges and trends
- The Industry4.0 as a critical element of competitiveness

### DEBATES

- Triple Helix Strategies: a virtuous circle difficult to achieve
- Digital transformation and the Knowledge Economy
- Innovation Habitats: developments and trends
- Multisector public management and innovation

## SESIONES PARALELAS

### NETWORKING AND COPRODUCTION

- Public Management and Multi-sector Coproduction
- Open innovation vs. Industrial Property
- Human talent management for innovation: strategies and trends
- Innovation ecosystem networks
- Key actors in innovation habitats and their investment opportunity models
- Risk management: the human factor in complex projects
- Social innovation: applications and trends
- Innovation in the public sector: challenges and opportunities
- Networks, accelerators, and incubators in innovation ecosystems

### PRESENTATION OF PAPERS

- Scientific Articles
- Practical Experiences

## COMPLEMENTARY PROGRAM

### SPECIALIZED WORKSHOPS

- Industry 4.0 and the New Economy: cluster of Innovation and public-private relations.
- Model to transform the traditional company into a Digital Company
- Startup management and acceleration model.
- Evaluation of intangibles

### VISITS TO INNOVATIVE ENTERPRISES

- ORACLE
- CONTINENTAL
- IBM
- AMDOCS
- OPENMARKET
- TATA CONSULTING
- HP

## NETWORKING AND CO-PRODUCTION

The **Networking and Co-production** sessions are spaces for exchanging ideas on specific topics related to problems, challenges, or experiences in the design, implementation, management, evaluation or achievement of results in innovation processes.

The discussion or exchange of thoughts and ideas is generated from a presentation about a certain case, a good practice, a directed debate, or another type of activity proposed by the person or team in charge of directing the session.

The Networking & Co-production sessions last for a maximum of two (2) hours.

## SPECIALIZED WORKSHOPS

The **Specialized Workshop** will be held on September 26. Each workshop lasts 6 hours and is taught by a recognized specialist in the field. The workshops are limited to 30 participants, and require prior registration, as well as the payment of an additional registration fee of \$ 125 USD. At the end of the workshop a certificate of participation is delivered.

## VISITS TO INNOVATIVE ENTERPRISES

The **Visits to Innovative Enterprises** are a parallel activity of the Congress whose purpose is gaining familiarity and firsthand knowledge of some of the innovative companies established and involved in the development of the innovation ecosystem of Guadalajara. Each visit has a specific program depending on the characteristics and capabilities of the host company.

The visits require prior registration and have a limited spots available. Interested persons will receive information on the profile and characteristics of the participating companies.

## PRESENTATION OF PAPERS

Corresponds to the presentation of submissions either in the form of **Full Article** (results of scientific research), **Practical Experience** (experiences in the design, implementation, achievements, or learning of an initiative in any of the thematic areas of the Call for Papers) or **Electronic Poster** (scientific papers or practical experiences presented during the poster session of the congress)

Selected authors will be invited to publish their work in journals from associated editors.