

Why academia is from Venus and industry from Mars

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To academics:

Please raise your hand if you have promised to implement a prototype in a scientific paper...

...and then never did



To practitioners:

Please raise your hand if you have not read a single scientific paper in the last 12 months

My journey from academia to industry



2008

2012 2012

2017 2018

Technological innovation



The public associates innovation with private companies



What makes the iPhone so smart?

Microprocessor: DARPA

Object-oriented languages: MIT, Norwegian Computing Center

Internet: DARPA

Web: CERN

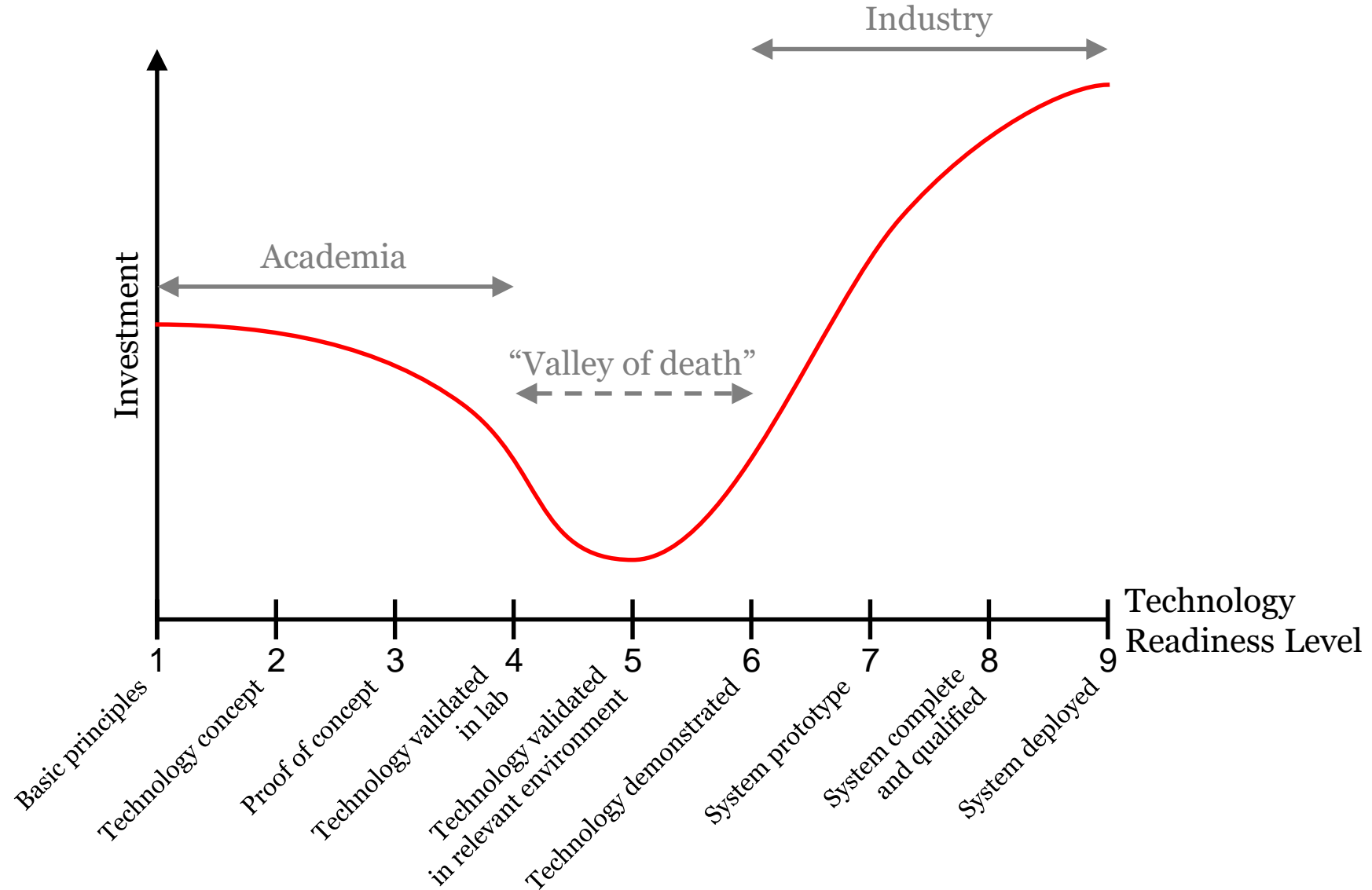
Satellite navigation: US Department of Defense, European GNSS Agency

...



Source: [Mariana Mazzucato](#)

The journey of new technology from research to commercialization



Five actions for academia and industry to co-create innovation



1

Academia and
industry should better
understand each
other's culture

Cultural differences between academia and industry



- Academics have a long-term horizon
- Academics think (often critically)
- Academics are pedantic
- Academia has no dress code
- ...



- Practitioners have a short-term horizon
- Practitioners do (often routinely)
- Practitioners are practical
- Corporate has dress code
- ...

2

Academics should
better understand
real-world industrial
challenges

3

Practitioners should
stay up-to-date with
the state-of-the-art

4

Industry should hire
more PhDs

5

Academia and
industry should
conduct more joint
research projects

Thank you



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