

INVITATION

Panel Session on Preparing Academics for a Business World

Organized by

Task Force on Computational Intelligence in the Marketplace
IEEE CIS Evolutionary Computation Technical Committee

Moderated by

Arthur Gordon (The Dow Chemical Company) AKKordon@dow.com
Ian Parmee (University of the West of England) Ian.Parmee@uwe.ac.uk
Ali Zalzal (Hikma Group Ltd) zalzala@hikmagroup.com

The objective of the panel is to illustrate the manner in which academic researchers can work with industry whilst maintaining a fundamental research base and ensuring that such base benefits from industrial collaboration.

We invite members from the EC community to offer their experiences through a concise 10-minute presentation. A presentation should redress an actual relevant experience, and provide insights into the following four topics:

- Identifying a business needs.
- Estimating the potential for value creation of new research methods
- Defining the competitive advantages of a new research method.
- Communicating research methods effectively to non-technical people.

The selected presenters will, along with the Panel moderators, offer realistic guidelines on how to create value by applying different computational intelligent methods in practice.

Interested parties should email a short description of their proposed presentation (maximum of up to 100 words) to any of the Panel moderators, of which six presentations will be selected. The selected six will be further invited to join the Task Force.