

Professor Phyllis Tharenou, Executive Dean  
invites you and your colleagues to attend a lecture by

Associate Professor Pi-Shen Seet, Flinders Business School &  
Mr Matthew Salier, Director, New Venture Institute



## How Universities Help Firms Innovate & Perform Better in South Australia

Universities have been found to play an important role in facilitating SMEs to access knowledge for innovation purposes. This is significant for SMEs as they cannot base their competitiveness on a single type of knowledge, especially in highly competitive and complex markets. Despite South Australia having a high proportion of SMEs in its economy, research suggests that there are still significant barriers to university-SME collaboration. After presenting some of the latest research in university-SME collaborations in this lecture, Pi-Shen Seet and Matt Salier will discuss some of the latest initiatives that Flinders University has successfully introduced for different partnership contexts that are especially relevant for SMEs. They will present successful case studies of how firms have used these collaborations to improve their internationalisation efforts. This lecture invites those who wish to hear how their SME can capitalise on accessing the knowledge, resources and networks of universities to improve innovation capability and performance as well as policy makers and practitioners interested in or working in this critical area for South Australia.

### EVENT DETAILS

**Tuesday, 25 August 2015 | 3.45pm for 4pm**

**Flinders University, Victoria Square Campus in the City**, Level 1, 182 Victoria Square (cnr. Flinders St)

**Registration** to [professionalslectureseries@flinders.edu.au](mailto:professionalslectureseries@flinders.edu.au) by 24 August with your full name and company/organisation.

Refreshments will follow the 1 hour lecture. Don't miss this great networking opportunity.

### ABOUT THE SPEAKERS



**Associate Professor Pi-Shen Seet** is a staff member in Management at the Flinders Business School, Flinders University. He is currently Program Director, Bachelor of Business degrees and also teaches on the MBA. His research interests are in how different actors in innovation systems, especially SMEs, overcome challenges as they seek to grow their new ventures or transform their existing organisations. He has been awarded the Australian Private Equity and Venture Capital Association Limited Private Equity Research Prize.



**Mr Matthew Salier** is the Director of the New Venture Institute (NVI) based in Adelaide, Australia at Flinders University. NVI at Flinders was established 2 years ago to continue building on Flinders University's enterprise focus by leveraging the Universities' significant resources to create and grow enterprises in South Australia. Matt is very actively involved enabling Flinders to help develop start-ups in Adelaide and Australia, serves as an advisor and non-executive board member for start-ups in Sydney and Adelaide, and works to help develop personal enterprise in Flinders' students through a range of activities.