Part III
Development and Marketing
Strategies in Innovative Technological Enterprises

Organized by: Christos Riziotis
Theoretical and Physical Chemistry Institute (TPCI),
National Hellenic Research Foundation (NHRF),
Athens, Greece

Description
Technological innovation requires certain steps and efficient strategies for the successful turn into entrepreneurship and the formation of viable enterprises. In this frame, a number of topics are important to be considered for the development and the effective marketing of such enterprises. The workshop seeks to present marketing strategies as well as empirical approaches and real examples of such successful cases of technological innovative enterprises. Topics of interest could be: technology transfer, entrepreneurship, start-ups, spin-off, spin-out, technology protection, patent portfolio formation strategies, market penetration tactics, merging and acquisition, technology adaptability, enterprises development through clustering strategies, venture capital funding, incubation, trademarks, etc. Diversity of represented technological areas could enable an efficient mapping and comparison in the employed strategies, drawing useful conclusions as workshop’s outcome.