

Registration

- The participation in this seminar is **free of charge**, as the seminar costs will be covered by the Institute of Business Economics and Industrial Sociology as well as the Faculty of Mechanical Engineering and Economic Sciences of TU Graz.
- Registration is open from **now until January 10th 2026**.
- Registration is managed by:
Volker Koch, Dipl.-Ing. Dr.techn.
E-mail: [volker.koch\(at\)tugraz.at](mailto:volker.koch(at)tugraz.at)

Venue

The seminar will be conducted **online** via Webex. Registered persons will receive an invitation via e-mail in due time.

Organisation

Graz University of Technology
Working Group “Industrial Marketing, Purchasing and Supply Management“ of the Institute of Business Economics and Industrial Sociology

For any questions regarding the seminar please do not hesitate to contact

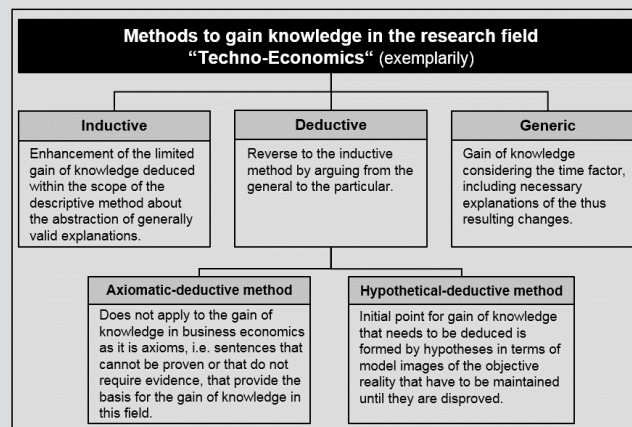
Prof. Dr. Bernd M. Zunk
E-Mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)



Techno-Economic Research Methods

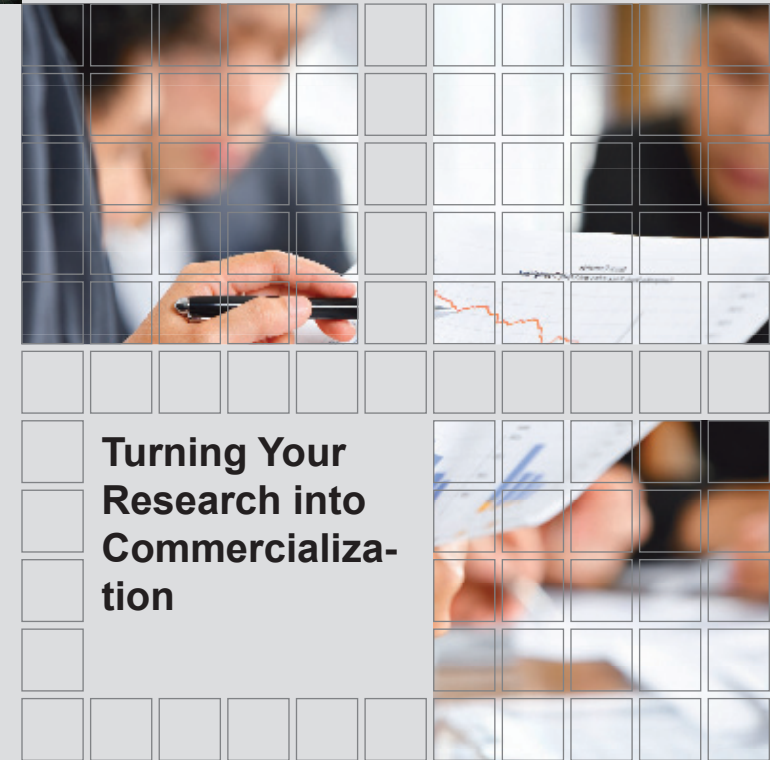
Methods are considered crucial to every scientific discipline as they **ensure rationality and verifiability of scientific findings**.

At a glance, the following figure illustrates a selection of the **key methods** within Business Economics (and, thus, of Techno-Economics and Management Science). Of course, both abstract methods and models used to reproduce complex economic realities in a simplified way are indispensable in Business Economics/ Techno Economics/ Management Science.



This might give you a short impression of why this research seminar could be useful for your future research and teaching career.

Inter-University Research Seminar



Turning Your Research into Commercialization

Date: 20. - 21.01.2026

Goal of this Seminar

The “**Turning your research into commercialization**” seminar is designed to help researchers and students understand how to convert their research into commercial success.

It covers the essentials of spotting **commercial opportunities** and the steps to bring a concept to the market. The aim is to provide **practical knowledge** that empowers attendees to **take their research from the lab to the marketplace, fostering innovation and entrepreneurship**.

The attendees will be introduced with a lot of tools **how to perform this endeavor**, and most of them will be practically used during the sessions.

Target Group

This seminar is designed for **IEM scholars** as well as **Master students, PhD students, early stage researchers** or **experienced faculty who are planning to offer their research ideas to the public**.

Schedule

Tuesday, January 20st, 2026

Session 1 from 13 to 17h

Presenting your research, defining features

Brake

Understanding your customer, defining benefits

Wednesday, January 21th, 2026

Session 2 from 13 to 17h

Understanding the market and planning your communication

Brake

Developing your research pitch

Lecturer

Bojan Jovanoski is a professor at Industrial Engineering and Management, Faculty of Mechanical Engineering, Ss. Cyril and Methodius University in Skopje and responsible for the Master program Lean Management.



His research interests are in the field of Modelling and Simulation of Production Systems, Production Planning and Control, Technology Management, Lean Systems and Digital Transformation concepts. He is also head of the newly established Smart Learning Factory – Skopje where together with a team of experts deliver trainings for the industry, conduct experiments for digital transformation solutions and integrate full scale projects in the industry. In recent years, Bojan has participated in numerous international projects and was recently certified as an Expert in Digital Transformation.

Teaching Experience

Bojan Jovanoski has been working at the Ss. Cyril and Methodius University in Skopje since 2009, in the field of Industrial Engineering and Management and has classes on Bachelor, Master and PhD level. Apart from that he has held numerous trainings for the industry.