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| ❖ Name & Designation | : Ms. Naga Rekha Gorantla, Research Scholar. |
| ❖ Address | : Dept. of Management Studies, Indian Institute of Science, Bangalore-560012. |
| ❖ Name of the International Conference/ Seminar/Symposium/ Workshop | : Infrastructure and Service Integration PICMET-2014. |
| ❖ Title of the abstract accepted | : Understanding medical device patenting and clinical trials for product leadership. |
| ❖ Date & Venue | : 27-31 st July 2014. Kanazawa, Japan. |
| ❖ Money sanctioned | : Rs 1,00,000/- |
| ❖ Money reimbursed | : Rs 87,402/- |

Participation Report

-Organization of Training/Workshops (No. of participating Countries, No. of Session etc., (not more than 100 words)

The PICMET (Portland International Conference on Management of Engineering and Technology) was established in 1989 to disseminate information on technology management through an international conference. The purpose of this conference is to provide an interdisciplinary forum in various disciplines related to technology and innovation management.

“PICMET’14: Infrastructure and Service Integration” conference was held at Kanazawa, Japan from 27th - 31st July 2014. The authors of the papers represent more than 200 academic institutions, industrial corporations and government agencies in 28 countries. 131 sessions including 5 plenaries, 3 special sessions, 3 tutorials, 3 panel discussions and 117 paper sessions were presented in this conference.

-Academic Highlights of the Training/Workshops, including major recommendation and the following:

- (i) New Development presented at the Training/Workshops:
1. New approaches in technology management related to health sector
 2. Technology management paradigm in bio-technology
 3. Novel approaches to address problems in new product development (NPD) and manufacturing management
 4. Competitiveness in technology management and intellectual property management

(ii) New Development resulting from the Training/Workshops (200 Words) :

PICMET'14 is a platform for updating the knowledge in the area of technology management. Scientists from industry, academic and research institutions presented their latest research work in the area of bio-technology, innovation and intellectual property (IP) management. Researches from various countries shared their views and ideas related to their disciplines through this conference. My participation updated my knowledge in the area of technology management related health care sector, issues in new drug development process, value creation in Biotech firms, which facilitates to strengthen my research collaboration with various research institutes in Japan, USA and China.

A Keynote address on ““Total-System Innovation Management: An overview with applications to Creative Idea Generation” by Dr. Oliver Yu on Tuesday, July 29th” presented the recent developments of the total system approach for the ideation process. A plenary session on ““Restructuring Japan’s Governmental R&D Policy towards a More Innovation - oriented Economy” by Dr. Yuko Yasunaga on Wednesday, July 30th” highlighted down trend faced by Japanese industries like Information technology, Health care technology, etc. and measures taken to address these shortcomings from national policy perspective. This gave some insights on similar shortcomings in Indian health care industry context.

(iii) Name of the Publication in case your work is recommended for publications:

Proceedings of PICMET'14 Infrastructure and Service Integration conference, yet to be published in IEEE Xplore.

8. Participant’s contribution to the Training/Workshops (100 Words):

I have presented the research paper on “*Understanding medical device patenting and clinical trials for product leadership*”. I got positive feedback and appreciation from both the industry and academic peoples for the new idea of linking patent ownership to clinical trial sponsorship which indicates leadership potential of the sponsor. Our work is to link patent ownership to clinical trial sponsorship as a surrogate of product leadership and value chain control. The results we obtained shows the role of invasive devices, category of primary sponsor, presence of patents in recruiting the number of participants and number of locations to conduct clinical trials of medical devices. The comments and suggestions from the participants were valuable and we are currently working on improving this study.