

A. Lugmayr, "Grassroot universities - redefining academics," in *The 3rd International Conference of Power & Difference*, P. Alasuutari, R. Heiskala, O. Nuutinen, J. Tartia, and M. Virkajarvi, Eds. Tampere, Finland: University of Tampere (UTA), August 2012.

Title and Abstract: Grassroot Universities – Redefining Academics

Within the scope of this research work the current status of the edited book with the preliminary title "Grassroot Universities – Redefining Academic Work" to be published by an international publisher by the end of 2013 is presented. The aim of the book is to act as premier handbook for the academics in coping with a changing university environment, research leadership & management, internationalization strategies, career development, university administration, policy issues, innovation management, project management, scientific event organization, research supervision, performance measurement, knowledge management, mentoring, and rounds up with work-life balance issues and required personal skills an academic should be able to cope with. The talk at the Power & Difference 2012 will introduce the key-findings of the book, and presents the university as changing environment for academic work, that is faces with many challenges. The paper also pinpoints to strategic changes, and emphasizes the importance of universities to act as institution to create high level academic research and provide the essential working conditions. A special focus is on creativity management, where the main emphasize is on the creation of an environment where ideas can flourish and eventually lead to new business opportunities – in form of a grassroots movement. The paper also shows which issues are currently changing for a scholar, and how to get prepared. As roundup, it still emphasizes the importance of being highly motivated, allowing creative chaos, and passionate about doing something that is completely new – similar to entrepreneurs that are building their businesses or artists that work creatively on their pieces of art.

Bio

Prof. Dr. Artur Lugmayr describes himself as a creative thinker of future media environments, and his scientific work is situated between art and science. He has over 15 years experience in the wider field of digital media from a business, technological, and content creation perspective. His experience extends towards digital television, digital film making, virtual reality, media business information management, business consultancy, social media, ambient media, and creative media designs. His vision is to create innovative media experiences with emerging media platforms tagged with solid business models and processes. Starting from July 2009 he is full-professor for entertainment and media production management at the Department of Business Information Management and Logistics at the Tampere University of Technology (TUT) and founded the EMMi – Entertainment and Media Production Management Lab. He was the head and founder of the New Ambient MULTimedia (NAMU) research group at the Tampere University of Technology (TUT), Finland, which was part of the Finnish Academy Centre of Excellence of Signal Processing from 2006 to 2011. He is holding a Dr.-Techn. degree from the Tampere University of Technology (TUT), Finland, and is currently engaged in Dr.-Arts studies at the School of Motion Pictures, TV and Production Design (Aalto Univ.), Helsinki, Finland. He managed and coordinated numerous large scale scientific projects on national and international level; was guest scientist at several universities and/or hold guest lectures/talks (e.g. Harvard Medical School/USA, QUT/Australia, KTH/Sweden, UFAM/Brasil, Univ. of Neuchatel/Switzerland); chaired the ISO/IEC ad-hoc group "MPEG-21 in broadcasting"; won the NOKIA Award of 2003 with the text book "Digital interactive TV and Metadata" published by Springer-Verlag in 2004; representative of the Swan Lake Moving Image & Music Award; board member of MindTrek Association; EU project proposal reviewer; invited key-note speaker for several

conferences; founder of the Ambient Media Association (AMEA); supervised over 30 thesis works; general chair of several conferences (e.g. EuroITV, Academic MindTrek); organized over 20 workshops (e.g. SAME workshop series); established several competition situated between art and technology (e.g. Nokia Ubimedia MindTrek Award, EuroITV Grand Challenge); held over 10 scientific conference tutorials (e.g. ICME, EuroITV, uxTV, ACM Multimedia); is editorial board member of several journals and publishers (e.g. Springer-Verlag, SERSC Press, IGI, ACM Computers in Entertainment); acted as review/programme committee member of over 30 conferences; contributed numerous books, book chapters, and wrote over 50 scientific publications. He founded the production company LugYmedia Inc. and is in the process to establish new startup companies.

Principal contact for editorial correspondence.

SubmissionAuthors Artur Lugmayr

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AuthorsName Artur Lugmayr

URL <http://www.tut.fi/emmi>

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