

## Centre for Innovation and Applied Research

### Terms of Reference

#### 1. Guiding Principles

- a. Research performed by Concordia University of Edmonton (CUE) is ***applied, industry-driven*** and ***multi-disciplinary***.
- b. ***Applied Research*** in this sense refers those research activities that are ***relevant*** to a large audience of stakeholders i.e. ***industry, community*** and ***not-for-profit*** sectors.
- c. Projects will help to advance the scholarly activities of our staff as well as create opportunities for students in the form of special projects or providing research assistance.
- d. The commitment of the CIAR is to foster quality relationships with its stakeholders.

#### 2. Target Audiences

- a. Businesses in and around the greater Edmonton Metropolitan area seeking solutions for either science or management focused questions, problems or dilemmas.
- b. Municipal and Provincial government agencies and departments
- c. Educational Institutions
- d. Arts community
- e. Not-for-profit organizations

#### 3. Activities

- a. The Applied Research activities of the Centre will merge interests of our academic community with the broad range of stakeholder needs. Activities/consulting may include but not be limited to:
  - I. Scientific analysis
  - II. A variety of Management activities i.e. business development, market analysis, business plans, feasibility studies, brand development, and business strategies
  - III. Consulting services
  - IV. Support for the arts communities
  - V. Strategic planning for not-for-profit organizations
  - VI. Intellectual Property (IP) assessment and commercialization activities
  - VII. Business incubation and entrepreneurship activities
  - VIII. Dissemination of knowledge through research fairs, presentations, publications and a variety of communication channels including social media