



## Public outreach event

# Lecture by Petra Moser: "Copyrights and Creativity"

**Petra Moser**

NYU Stern School of Business

Host:

IST Austria and the Austrian Science Fund are pleased to announce the lecture "Copyrights and Creativity" by Petra Moser, which is part of a series on "New Trends in Scholarly Communication". In recent years, there have been increasing demands that publicly funded research should not only lead to academic publications, but should also be commercially exploitable whenever possible, e.g. through patents and licences. On the other hand, it is argued that excessive pressure to commercially exploit research hampers innovation and leads to more expenditure than revenue for many research institutions. Petra Moser will therefore address the question of whether commercial exploitation of research is more likely to be promoted or hindered, and what a fertile connection might look like. Petra Moser is an Associate Professor of Economics at the NYU Stern School of Business. Her research combines methods from economic history and applied microeconomics to examine the determinants of creativity and innovation. Petra Moser studies the behavior of inventors, artists, and writers from the 19th century to today to figure out what makes people creative, what encourages firms to take the risks that are inherent in innovation, and what types of institutions encourage people to do their best work.

**Thursday, December 13, 2018 06:00pm - 07:00pm**

FWF – Austrian Science Fund, Franziska-Seidl-Saal (ground floor, on the right) Sensengasse 1,  
1090 Vienna



This invitation is valid as a ticket for the ISTA Shuttle from and to Heiligenstadt Station. Please find a schedule of the ISTA Shuttle on our webpage: <https://ista.ac.at/en/campus/how-to-get-here/> The ISTA Shuttle bus is marked ISTA Shuttle (#142) and has the Institute Logo printed on the side.