

**Perspectives on Scientific  
Research to Meet Academic  
Goals vs. Research to Directly  
Address Industry Needs**

Wednesday  
4th December 2024,  
Hours: 17:00 – 19:00  
*Central European Time (CET)*

**Registration link:**

[https://us02web.zoom.us/webinar/register/WN\\_spELMOKURkyiZy1YM3a-1A#/registration](https://us02web.zoom.us/webinar/register/WN_spELMOKURkyiZy1YM3a-1A#/registration)

**Further information:** [www.ishs.org/hortforum](http://www.ishs.org/hortforum)

The International Society for Horticultural Science invites you to the sixth episode of Hort Forum:

**Perspectives on Scientific Research to Meet Academic Goals vs. Research to Directly Address Industry Needs**

**Speaker:** Theodore DeJong

**Abstract**

This Hort Forum is designed primarily for horticulturists who are in the early stages of their careers. The goal is to address a topic that rarely gets openly discussed but is very important to understand for researchers who hope to have a profession in horticultural research. As horticulturists we often engage in Scientific Research, Empirical Research and/or Technology Development Research. Our goal as horticulturists is mostly directed at discovering factors, processes or technologies that are useful for improving the productivity, quality and/or sustainability of horticultural crops and/or practices. This can involve all of three types of research. However, it also creates a tension regarding the appropriate foci of our research programs.

In academic settings, scientific research is often given the highest priority because academic goals generally involve the creation of new knowledge and directly influence academic advancement. On the other hand, industry clientele are generally not as interested in creation of new knowledge or understanding. They want concrete, demonstrated answers that address their problems. This may involve results of empirical research showing the effectiveness of a particular solution or the development of new technologies.

This Hort Forum will address this tension, and a small panel of senior horticulturists will present their views and experiences in how they have dealt with these issues. In addition, two members of the ISHS Young Minds Committee will respond to the presentations. Finally, the panelists will respond to comments/questions from the on-line audience.



### **Short Bio**

Professor Ted DeJong is an emeritus professor who worked as a fruit tree crop physiologist in the Department of Plant Sciences at the University of California, Davis, from 1981 to 2016. He had a split appointment in teaching, fundamental and application-oriented research and extension. His research program mainly focused on understanding tree physiology and orchard management factors that control the carbon balance/budgets and productivity of fruit and nut trees. He has co-authored ~300 scientific papers, is listed as a co-inventor on 11 plant patents, taught fundamental pomology courses and mentored numerous graduate students, post-docs and visiting international scientists. He received the title of Distinguished Professor at UC Davis in recognition of his academic achievements and service. Dr. DeJong is a Fellow of ASHS and ISHS and is currently ISHS Vice President in charge of Scientific Programs.

## Moderator



**George Manganaris,**  
Cyprus University  
of Technology,  
Cyprus

## Panelists



**Stefania De Pascale,**  
University of Napoli,  
Italy



**Daniel Leskovar,**  
Texas A&M University,  
USA



**Chayce Griffith,**  
Michigan State  
University,  
USA



**Marta Nunes da Silva,**  
Portuguese Catholic  
University,  
Portugal



**François Laurens,**  
ISHS President



**Patricia Pavia,**  
ISHS Vice President