

Innovation and Enterprise Research Laboratory

The primary objective of the Innovation and Enterprise Research Laboratory (The Magic Lab) is to understand the process of innovation and the role information technology and the law play in the adoption of innovative and entrepreneurial practice. Business needs to develop sustainable and high-performance innovation systems, and industry leaders recognise that emerging technologies have extraordinary potential for enhancing business competitiveness, business performance, and business innovation.

The Magic Lab has strong industry links in the areas of social and mobile computing, smarter planet technologies, intelligent cyber-physical technologies, and human robot collaboration.

The Magic Lab is lead by Professor Mary-Anne Williams and the key research areas include:

- Social and mobile computing
- Cognitive architectures and models
- Perception and decision making
- Risk management and financial service innovation
- Artificial intelligence and cognitive robotics
- Strategic business innovation and collaboration
- Intellectual property law
- Strategic management and business strategy

The Magic Lab research team has achieved outstanding national and international success:

- Nine ARC Discovery and Linkage Projects
- IBM Faculty Awards and IBM PhD Fellowships
- Endeavour Leadership Awards and Endeavour PhD Awards.
- Best International Robot Soccer Team in 2004, and Runners-Up in 2008
- Australian Legged League Robot Soccer Champions 2004

The Magic Lab research team has also achieved significant international recognition: it is represented on prestigious Editorial Boards including Artificial Intelligence Journal, AAI Press, and International Journal of Social Robotics. Members hold a guest Professorship at the University of Science and Technology China, and Fellowships at Stanford University, Chair of Innovation and Knowledge at the Strategic Management Society, and received invitations to the University of Cambridge, Harvard University, Stanford University, Copenhagen Business School and the Centre National de la Recherche Scientifique, France.

For more information, contact the Innovation and Enterprise Research Laboratory by email at: info@TheMagicLab.org, or visit their website at: <http://innovation.it.uts.edu.au> (within the QCIS website at: <http://www.qcis.it.uts.edu.au/>).