

# The Future of University Business Cooperation – Research, Practice and Policy

A project supported by the European Centre for Global Affairs at The University of Adelaide



UNIVERSITY-INDUSTRY  
INTERACTION 06/2016  
AMSTERDAM, THE NETHERLANDS

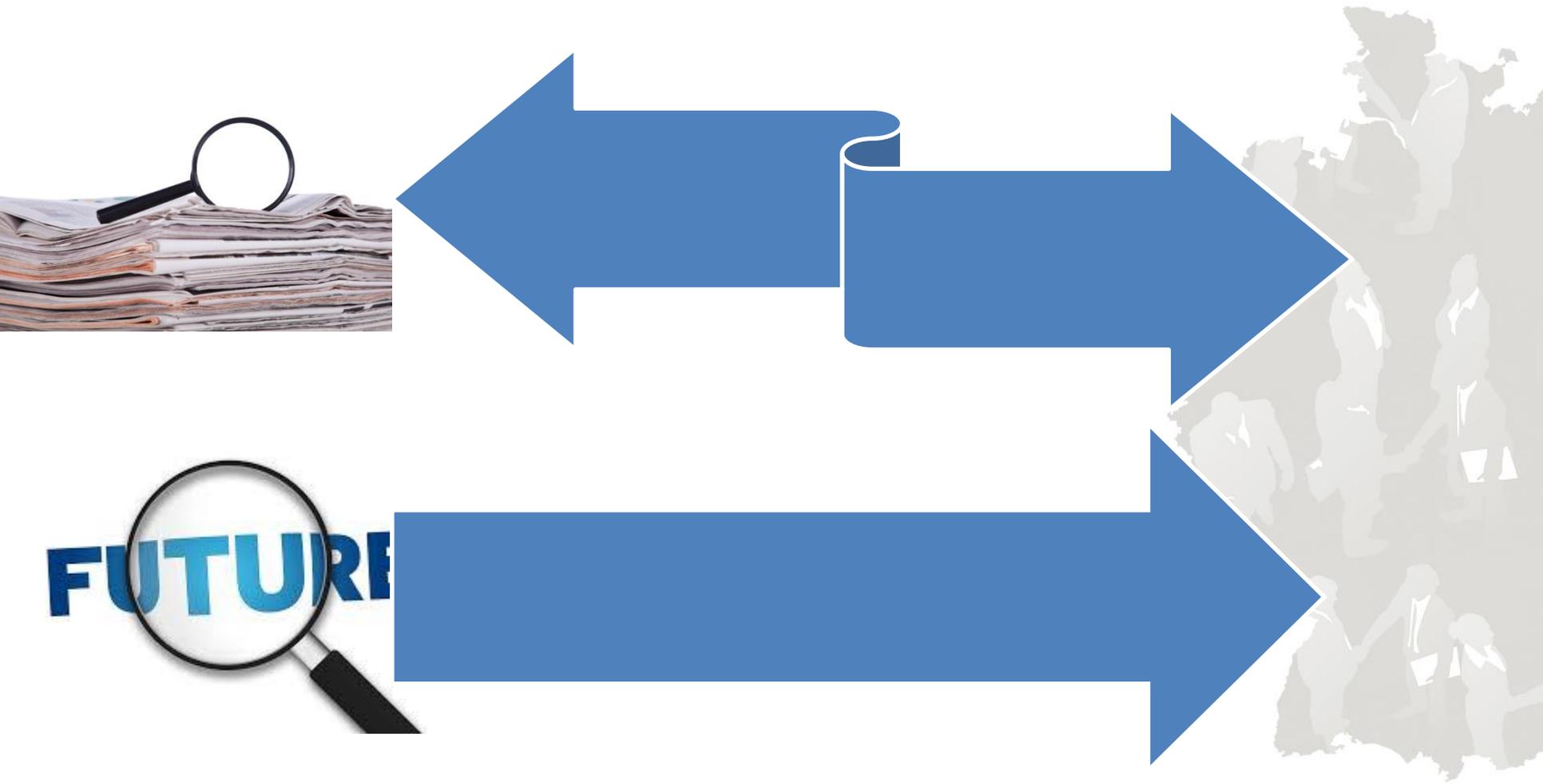
## June 1-3 2017, Adelaide University-Industry Engagement International Asia-Pacific Conference

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Science Marketing  
Science-to-Business Marketing Research Centre



# Problem identification



To facilitate the discussion of experts as to the future directions of UBC, in turn shaping the direction of related research, practice and policy



## Qualitative Method

- Process and Sample

Invitation to selected policy, research and practitioner experts attending relevant workshops and conferences in Europe and Australia

Total of 33 Australian and 88 European respondents responded, leading to 81 usable answers

25% Australia, 17% UK, 6% Netherlands, Germany, Greece & 12 other European and non-European countries

- Open ended questions, most importantly

What are the most important topics practitioners / policy makers / researchers need to address in the next five years to advance UBC?

## Quantitative Method

- In process



# Selected Results - Research

WHY?

Policy Frameworks  
Measures and KPIs  
Engagement  
Strategy and Approach  
Entrepreneurship  
Context-specific items

## Evidence

The need for evidence, evidence-based models and metrics.

## Understanding

To demonstrate how and why things work or don't work.

## Professionalism

To professionalise the research in, and management of, UBC.

## Thought leadership

The need to be at the forefront of rethinking and changing innovation and engagement over time.

## Measurement

The need to ensure suitable measurement of the impact and success of UBC initiatives.



# Selected Results - Policy

## Policy Frameworks

Evidence-based policy was emphasised

## Measures and KPIs

(input – activity - output – outcome - impact)

## STEM

WHY?

### Understanding

The need to see the “whole picture” (ecosystem) and understand the **impact of UBC** particularly tracking the pathway to social impact.

### Progress

The focus of policy mechanisms needs to be on achieving progress and thus to proactively encourage stakeholders to work towards generating impact (jobs, growth, change)

### Support

The need for policy makers to develop relevant financial and non-financial incentive systems and take on a facilitator role to achieve change emphasising collaboration

### Foundation

The need to establish “ground rules” and common frameworks based on which partnerships can develop and address systematic challenges or barriers to UBC.

# Selected Results - Practice

WHY?

Engagement

Strategy and Approach

Entrepreneurship

Context-specific items

**Sustainability**

The need to further UBC as a foundation for the **competitive advantage** of universities and business but also for the economic growth of a region.

**Human capital**

The need to develop **human capital** underpins everything, with UBC important to support skill development, student employability and lifelong learning.

**Continuous improvement**

The need to not only do more but do it smarter and more effectively. UB engagement is a management activity with need for a **management system**

**Awareness**

The need to increase (1) awareness of engagement opportunities, benefits and (2) general visibility of UBC within the society.

**Understanding**

The need to experience different stakeholder perspectives and cultures

**Professionalism**

The need to establish a **professional approach to UBC**, including customised and innovative collaboration **models** within and across organisations.

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# THE STATE OF UNIVERSITY BUSINESS COOPERATION



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