The Future of University-Business Cooperation
Emerging trends and issues for UBC policy, practice and academic work

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Dr. Carolin Plewa
Balzhan Orazbayeva
Dr. Victoria Galan Muros
Dr. Todd Davey
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
Mixed Method Approach

1. **Qualitative Method**
2. **Quantitative Method**

Online survey distributed among European **HEIs** and **businesses**
   - in 33 countries
   - translated into 25

Participants were asked to rate the priorities in UBC **research, policy** and **practice** in terms of their:
   - importance for the future
   - current advancement

<table>
<thead>
<tr>
<th>230 HEI MGMT</th>
<th>447 academics</th>
<th>135 TTPs</th>
<th>379 Businesses</th>
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Descriptive statistics, ANOVA
Selected Results – Research
Most important, most advanced, largest gap

- Understanding the impact of UBC on research
- Exploring how to encourage academic engagement
- Exploring how business define success in UBC
- Understanding cultural barriers
- Exploring business motivations for UBC
- Investigating UBC across different industry sectors and cultural contexts
- Developing innovative business / partnership models for HEI engagement with SMEs

Importance
Advancement
Selected Results - Research

**Least important**

- Conducting cost-benefit analysis of different IP models
- Exploring the role of government in the Triple Helix (HEI, business, government)

**Least advanced**

- Developing metrics for UBC that take into account organisational differences
- Investigating UBC across different industry sectors and cultural contexts

**Smallest gap**

- Understanding cultural barriers
- Exploring the role of government in the Triple Helix (HEI, business, government)
Selected Results – Research
HEI Management versus Business perceptions

- Exploring the role of entrepreneurship for students
- Investigating the effect of different foci between HEI and business
- Understanding the needs and roles of all stakeholders in UBC
- Developing innovative business / partnership models for UBC
- Exploring HEI motivations for UBC

Importance HEI Management
Current HEI Management
Importance Business
Current Business
Fostering STEM education extent / quality in high schools
Developing incentive systems stimulating UBC for BUSINESS
Optimizing university funding models to further stimulate UBC
Developing programs facilitating staff mobility between HEI and business
Developing incentive systems stimulating UBC for HEI
Ensuring that incentive systems facilitate collaboration rather than individualism
Facilitating female choice of STEM in higher education
Selected Results - Policy

Least important

- Offering STEM options for arts graduates

Least advanced

- Offering STEM options for arts graduates
- Ensuring that incentive systems facilitate collaboration rather than individualism

Smallest gap

- Facilitating female choice of STEM in higher education
- Developing a regulatory framework to support partnering
- Offering STEM options for arts graduates
Selected Results – Policy
HEI Management versus Business perceptions

- Supporting entrepreneurial initiatives
- Developing incentive systems stimulating UBC for HEI/Business
- Facilitating a cultural change towards more UBC
- Fostering STEM education extent / quality in high schools
- Offering STEM options for arts graduates
- Practicing evidence-based policy making

Importance HEI Management  Current HEI Management  Importance Business  Current Business
Selected Results – Practice
Most important, most advanced, largest gap

- Developing strong relationships between HEIs and business
- Implementing a research culture open to UBC
- Fostering HEI cooperation with SMEs
- Utilising UBC to enhance student employability
- Enabling academics to take meaningful amount of time for industry engagement
- Fostering student entrepreneurship at the HEI
Selected Results - Practice

Least important

- Increasing the number of shared appointments (also one of the least advanced)
- Allowing greater flexibility in timeframes of degree programs and their components

Least advanced

- Enabling academics to take meaningful amount of time for industry
- Fostering UBC in economically weak regions
- Developing HEI recruitment strategy for UBC

Smallest gap

- Creating multi-organisational networks for UBC
- Creating incubators and accelerators
- Allowing flexibility in timeframes of degree programs
- Overcoming cultural differences
- Optimizing business models for entities enabling UBC
Selected Results – Practice
HEI Management versus Business perceptions

- Fostering student entrepreneurship at the HEI
- Utilising UBC to enhance student employability
- Promoting UBC proactively
- Developing an entrepreneurial mindset in HEI staff and students
- Creating incubators and accelerators connecting HEI and business
- Fostering HEI cooperation with SMEs
More needs to be done!

Perceptions between HEI managers and business align

Research offers critical insights for all stakeholders

Important to longitudinally track advancement and importance