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

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

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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
Methodology

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

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

WHY?

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

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

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.
Are you committed to improving University-Business Cooperation in your university, business or region?

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