

University-Business Cooperation: what is it and what can we expect

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*Joint
Research
Centre*

University / HEI

Management

Academic

**Knowledge/Tech
transfer office**

Government

Industry



**To which of these
groups do you
belong?**



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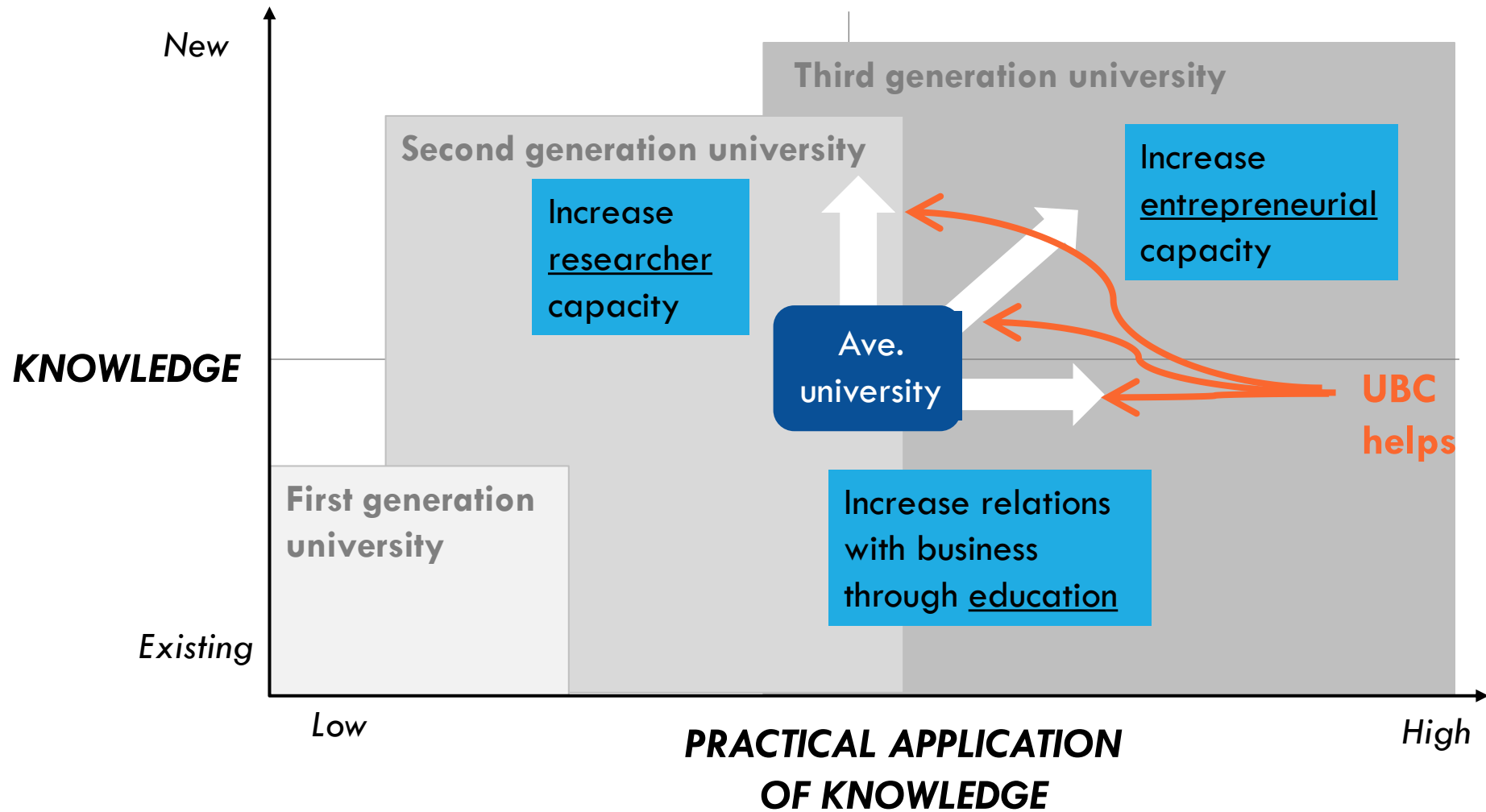
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**If you want to go fast go alone,
if you want to go far go together**

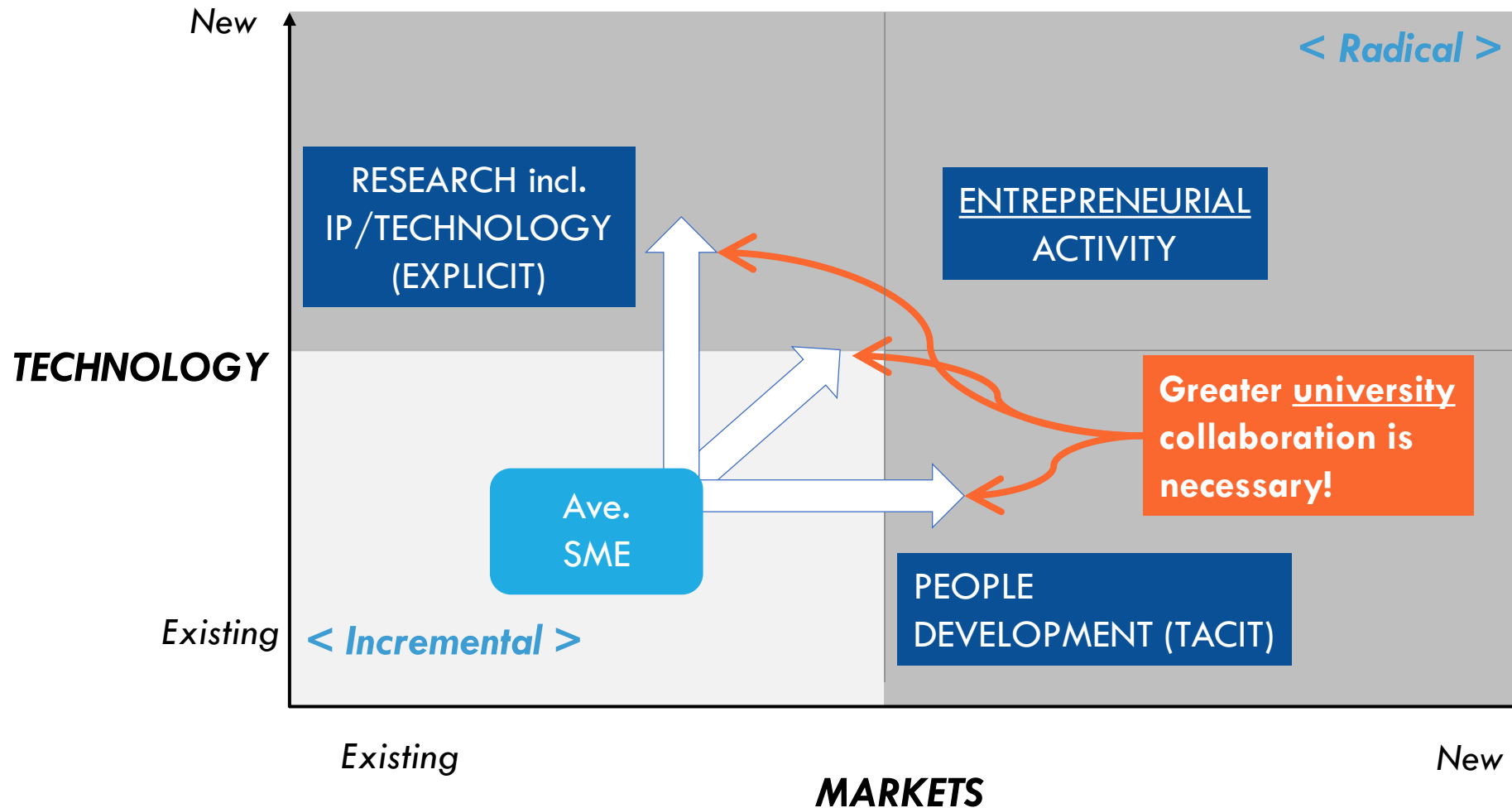
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African Proverb

FROM THE HEI PERSPECTIVE

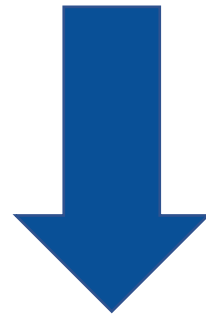


FROM THE BUSINESS PERSPECTIVE



THE CONCEPT ON UNIVERSITY-BUSINESS COOPERATION

' University-Business Cooperation is defined as any formal or informal relationship sustained in time between individuals from a higher education institution and people from one or several [businesses](#) in education, research, valorisation or management in which the two parties benefit'



' University Engagement is defined as any formal or informal relationship sustained in time between individuals from a higher education institution and people from one or several [external organisations](#) in education, research, valorisation or management in which the two parties benefit'

WHY THIS FRAMEWORK?

Until recently UBC:

- Was a complex topic
- Was an abstract topic
- Lacked common definitions/concepts
- Lacked evidence

... the UBC Ecosystem Framework provides:

- Simplification of reality
- Concrete elements and their relationships
- Common definitions/concepts
- Structure to analyse your environment

...in order to support strategic decision-making process and undertake evidence-based management and policy

...And it is always a work in progress!



THE UBC ECOSYSTEM FRAMEWORK

A framework for understanding 'the big picture' and managing the University-Business Cooperation (UBC) process and the factors affecting it.

Framework

- **Created by**

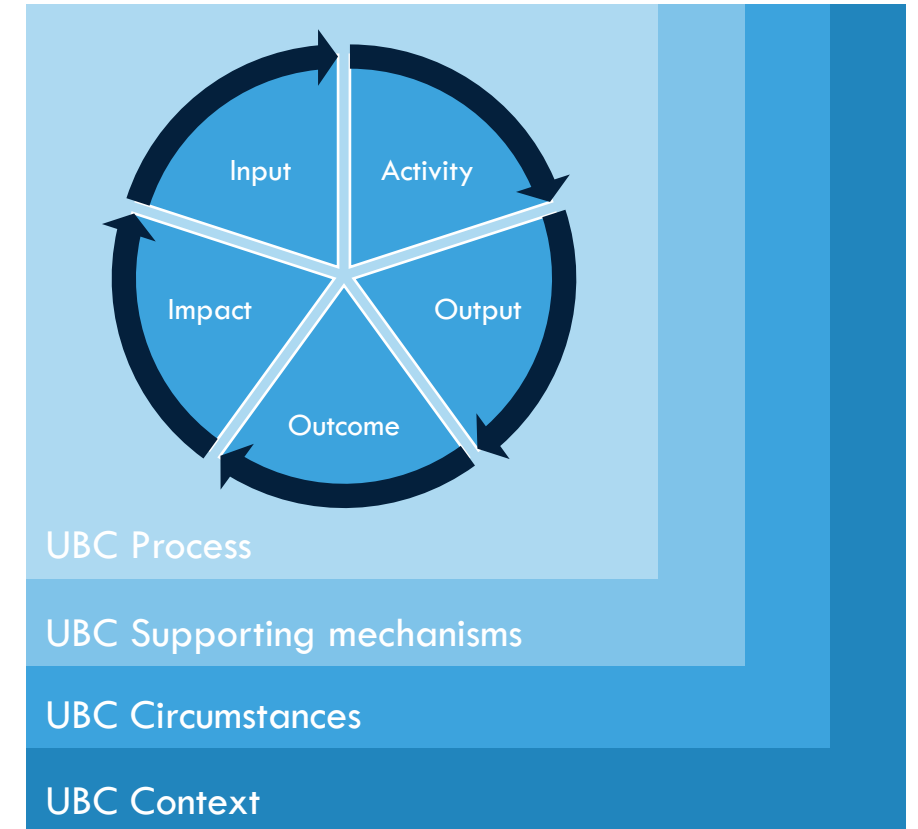
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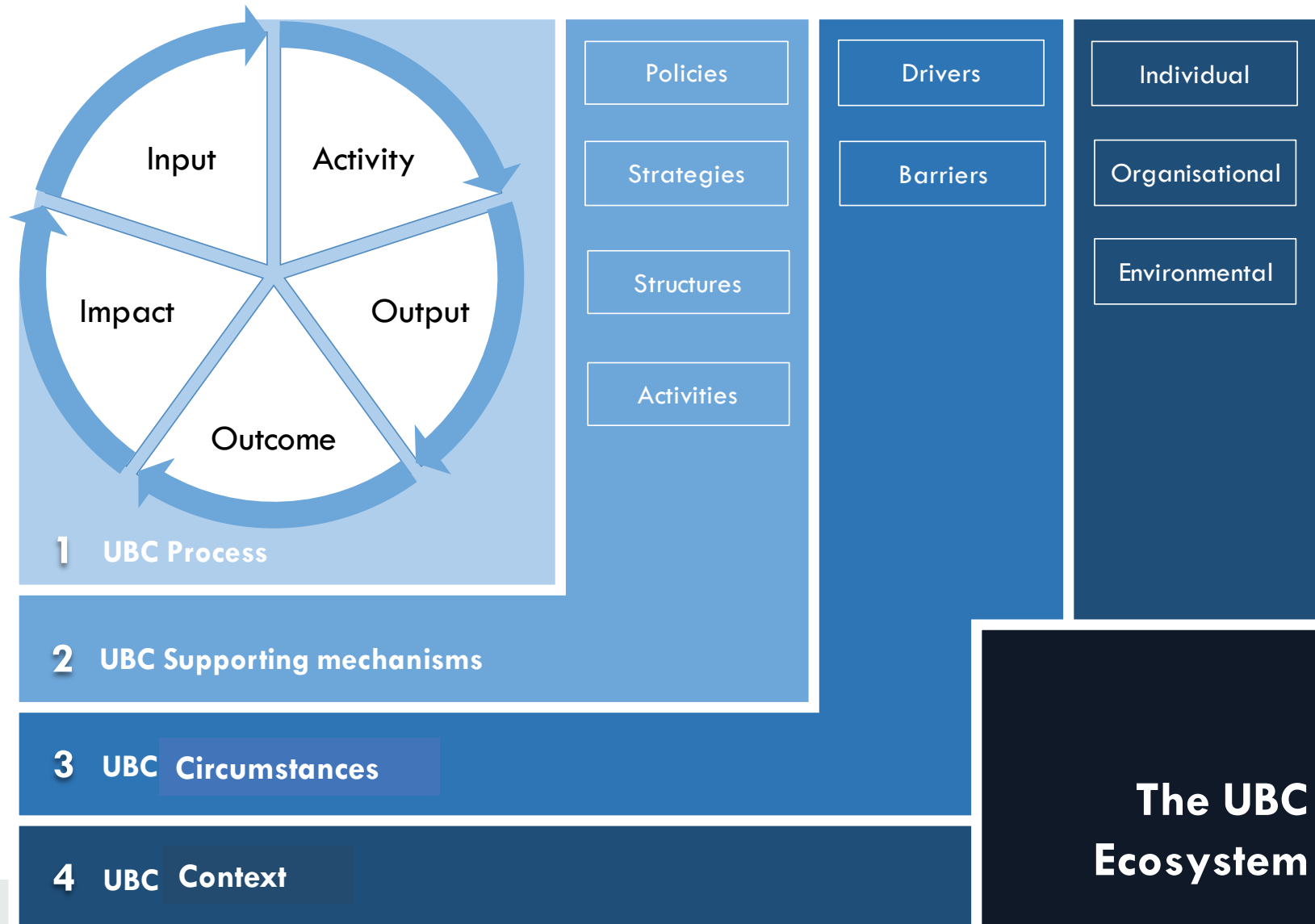
- **Based on research**

Publication: Galán-Muros, V.; Davey, T. (2019) The UBC Ecosystem: Putting together a comprehensive framework for university-business cooperation. Journal of Technology Transfer. DOI: 10.1007/s10961-017-9562-3

- **Validated in practice by over 300 practitioners**



THE UBC ECOSYSTEM FRAMEWORK



Galán-Muros and Davey (2019) The UBC Ecosystem Framework. Journal of Technology Transfer. doi: 10.1007/s10961-017-9562-3

WHY COLLABORATE?



ACADEMIC

- Informs their teaching
- New insights for research
- Improves reputation
- Source of research
- Creates linkages that can result in collaborative research



BUSINESS

- Innovation capacity
- Identify future trends
- Provides access to talented students
- Raises brand profile
- Provides greater diversity to employees

HEI

- Improve relevance of teaching
- Increase employability
- Increase relevance and impact of research
- Improve reputation



STUDENTS

Improves:

- relevance of study
- job competencies
- future job prospects and employability
- access to job market



WHY COLLABORATE?



SOCIETY

- Enhances job creation
- Stimulates economic growth
- Rises productivity
- Increases living standards
- Enhances social cohesion

UNIVERSITY- BUSINESS COOPERATION

Whether?



How?

Labour Market Relevance and Outcomes of Higher Education

Andrea Hofer (OECD)



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