

Supporting Entrepreneurship and Innovation in Higher Education in Romania

Key findings of the country review
by OECD&EC, 2019

Adina FODOR, Ph.D.
Babeş-Bolyai University
adina.fodor@ubbcluj.ro

Why do we need entrepreneurial HEIs?

Higher education and research institutions are changing:

- New funding models
- Focus on students' employability, 21st century skills, value creation via intra-/entrepreneurship
- Internationalisation / globalisation / digitalisation
- New modes of engagement with stakeholders and local/regional environments, PPP
- Pressure of measuring and showing impact, active in solving the grand challenges/SDGs
- Contributions to economic growth
- Pressure on academic careers

Being or becoming an entrepreneurial / innovative higher education and research institution is a response to these challenges

Introduction to HEInnovate

Theme: Engines of Innovation - entrepreneurial universities

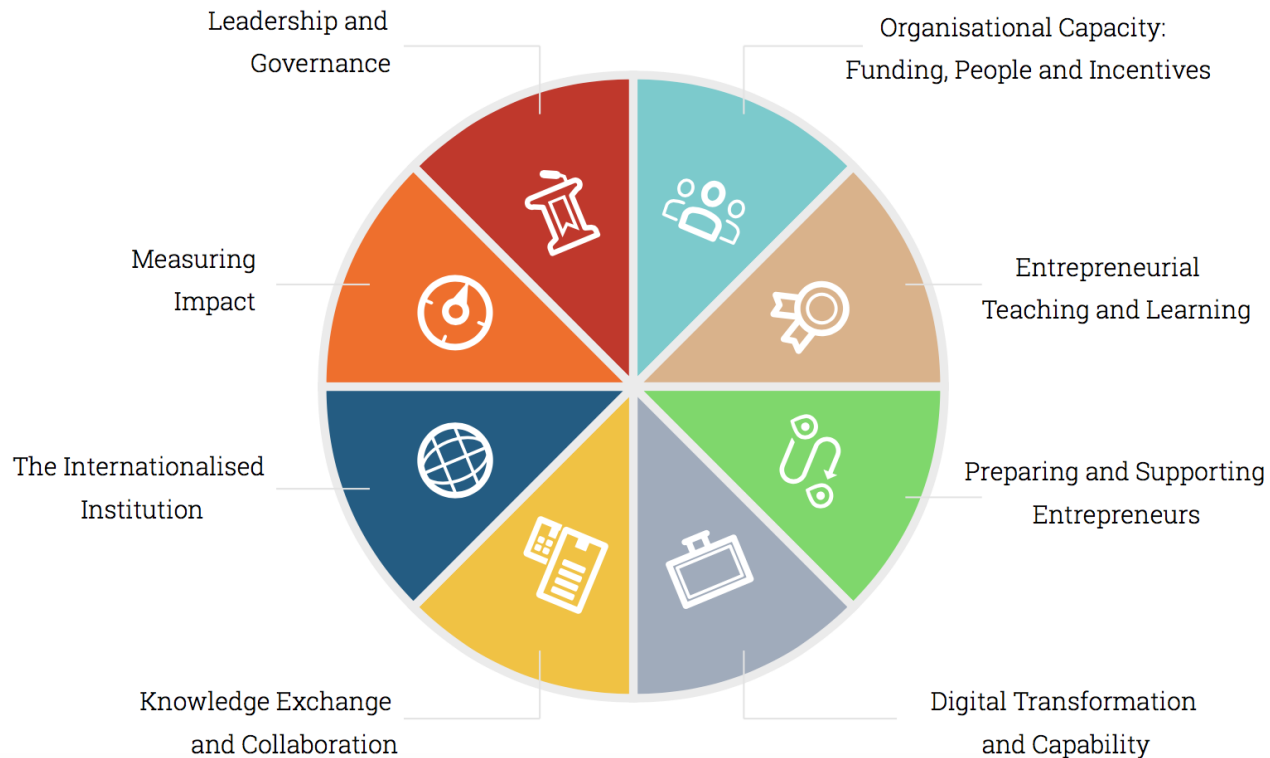
Questions:

- What does it mean to be an entrepreneurial / innovative higher education institution?
- What are the defining characteristics?
- Are there already entrepreneurial higher education institutions from which lessons can be learnt?

Forum conclusions and recommendations:

- To come forward with a 'guiding framework' that would be available to HEIs as a tool for learning and inspiration

HEInnovate - Eight areas of the self-assessment



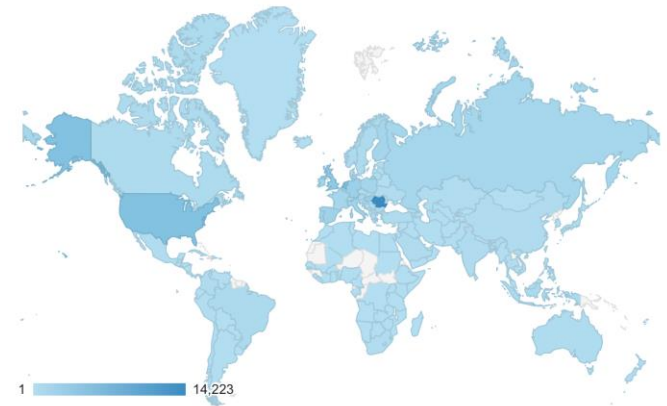
HEInnovate today

Official launch of HEInnovate

18th November 2013

- Number of SAs completed: almost 20,000
- Number of HEIs with SA completion: over 1,300 from 75+ countries
- Number of users: more than 19,000 registered users
- Number of groups on the site: almost 1,400
- Over 100 different supporting materials, reports, case studies and videos available, EPIC
- Expert group to support the work on developing the key concepts of an “entrepreneurial HEI”
- More than 50 workshops, webinars

Website visits
from all over the world



Forward Looking Cooperation Projects

- stakeholder involvement -

THEI2.0



<http://www.thei2.eu/>

Beyond Scale



<http://www.beyondscale.eu/>

Forward Looking Cooperation Projects

- regional development -

RE-ACT - <http://ris3heinnovate.eu/>



SELF-REFLECTION TOOLS FOR SMART UNIVERSITIES ACTING REGIONALLY

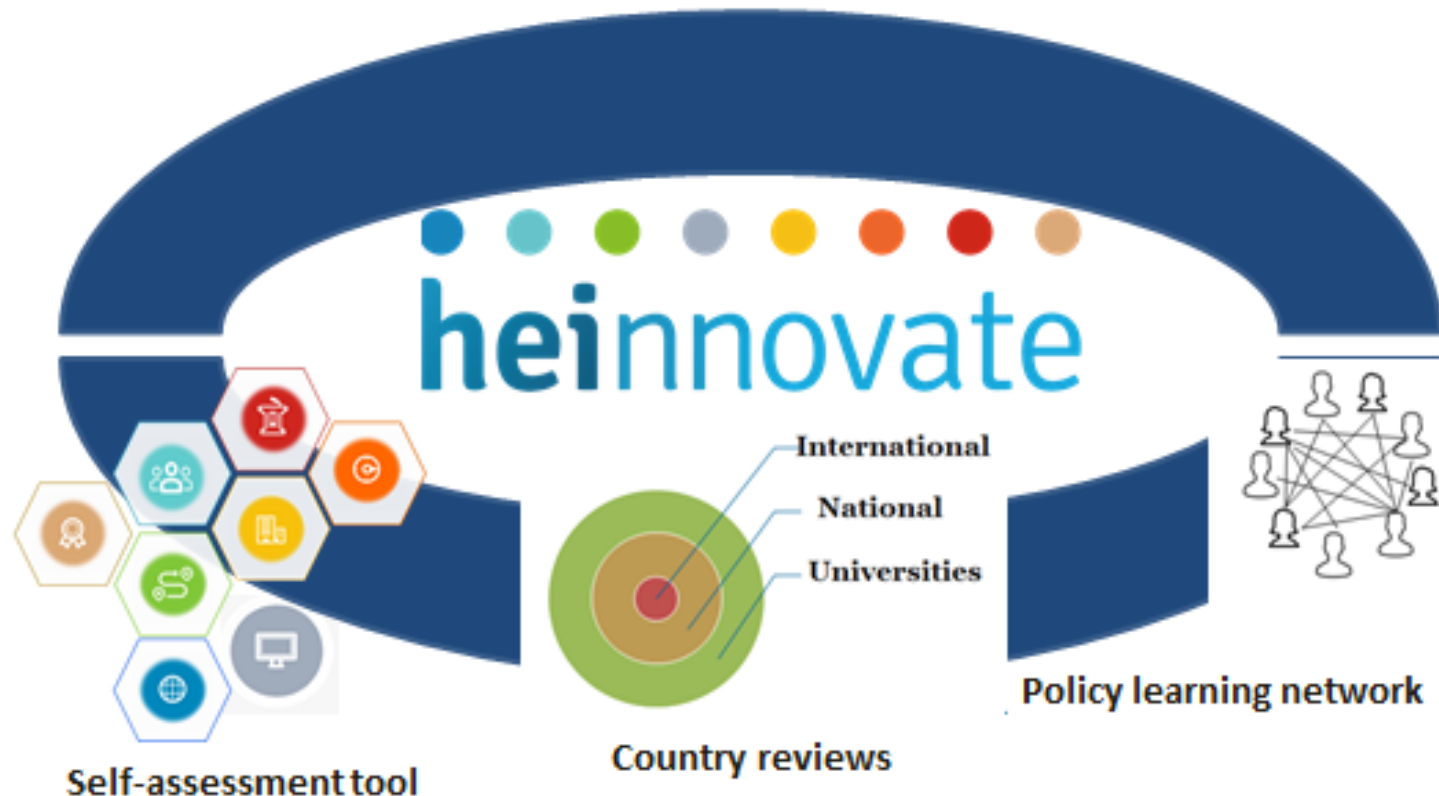
RE-ACT will develop, test and scale-up an innovative tool, using an interactive methodological approach and producing a useful set of resources – HEINNOVATE for RIS3– that will support HEIs

UASiMAP - <https://uasimap.eu/>



**Mapping regional engagement
of Universities
of Applied Sciences**

Systemic Support by HEInnovate



HEInnovate: Romania country review

2016-2017:

Junior Achievement Romania exercise for Entrepreneurial Universities

- 26 Romanian HEIs
- 4,098 respondents
- 50% students

Results capitalized to develop entrepreneurship courses and programmes in collaboration with businesses



Leadership and Governance



Organisational Capacity: Funding, People and Incentives



Entrepreneurial Teaching and Learning



Preparing and Supporting Entrepreneurs



Digital Transformation and Capability



Knowledge Exchange and Collaboration



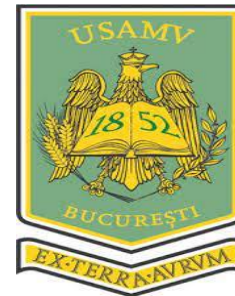
The Internationalised Institution



Measuring Impact

HEInnovate Romania: country review

2018 self-assessment exercises and international team of experts



2019 Launch of the report “Supporting Entrepreneurship and Innovation in Higher Education in Romania” in Bucharest

Entrepreneurial teaching and learning

- traditional disciplinary approach in defining curricula
- regulatory definitions of who can teach at universities
- modest co-design of the content and learning methods of entrepreneurship educational programmes
- faculty-centred teaching and evaluation methods in entrepreneurship education
- low level of research-based entrepreneurship educational content and train-the-teachers opportunities
- informal and non-formal learning in developing entrepreneurial skills to be increased
- need for KPIs for evaluating the effectiveness of entrepreneurship education

Preparing and supporting entrepreneurs

- talented staff, committed mentors and interested students
- Student Entrepreneurial Societies (SES)
- Technology Transfer Offices (TTOs) platforms for sectoral partnerships
- entrepreneurial sectoral alignment and engaging HEI staff
- SME support programmes to focus more on innovation
- significant investment opportunities available to HEIs
- weak links to business, lack of ecosystem awareness

Knowledge exchange and collaboration

- size and place matter
- comprehensive universities less engaged in knowledge exchange
- no clear (national) legislative framework for working with businesses
- need to build longer-term relationships of trust and confidence with external stakeholders
- a-spatial and centralised design of a single Operational Programme for Regional Development for all the regions of Romania
- opportunity of boundary spanners

Key challenges

- migration and cultural barriers
- overregulation - central system of control
- weak links to business, lack of ecosystem awareness
- large economic imbalances among regions
- incoherent policies for innovation
- fragmentation of design and delivery of publicly funded programmes

Key opportunities

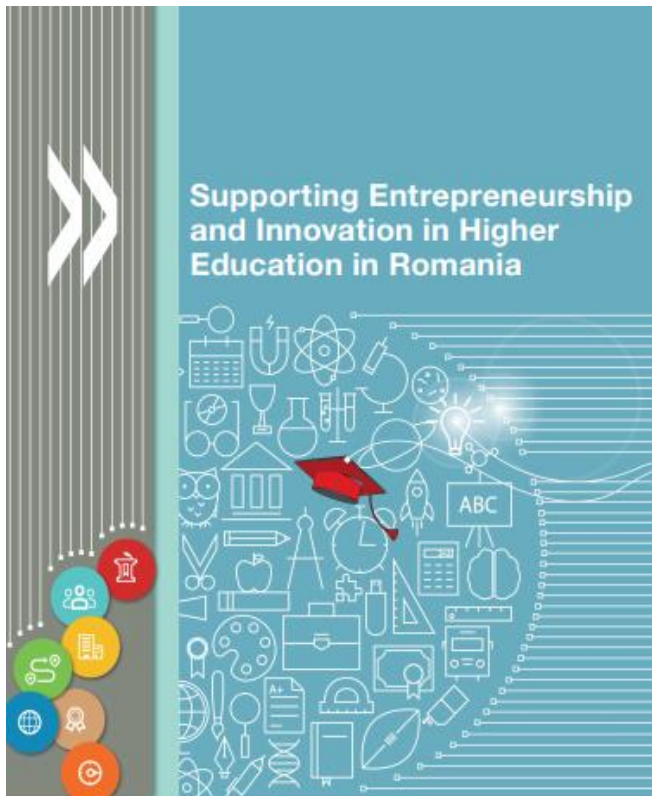
- human resource
- European programmes for science and innovation
- already existing national programmes
- allocating a “space” to innovate within university

KEY RECOMMENDATIONS FOR PUBLIC POLICY ACTION

- **joint review** of Romanian and EU policy documents
- build **awareness and understanding of national strategies**
- wider government policies **impact the performance** of both universities and their local places
- spatially blind policies to be revisited
- **functional interconnectedness** and collaboration across different bodies
- **networks of best practice** in “boundary spanning”, technology transfer offices, procurement and state aids

KEY RECOMMENDATIONS FOR HEIs

- **Entrepreneurial behaviour and mind-sets** in staff and students
- new incentives, motivations and rewards to **build institutional capacities and partnerships**
- Develop TTOs as critical HEI gateway to local ecosystem
- significantly **expand entrepreneurship and research commercialisation** activities
- commitment of senior leaders to knowledge exchange is pivotal in **inward investment**
- Contribute to the **regional ecosystem**
- Understand and measure impact by qualitative KPIs



<http://www.oecd.org/cfe/smes/HEInnovate-Romania.pdf>
HEInnovate OECD-EC Romania report

<https://heinnovate.eu/>
adina.fodor@ubbcluj.ro

