



STATE OF EUROPEAN UNIVERSITY- BUSINESS COOPERATION

Science Marketing

Science-to-Business Marketing Research Centre

CROATIAN RESULTS

ABOUT THE STUDY



UNIVERSITY-BUSINESS
COOPERATION IN EUROPE

www.ub-cooperation.eu

Our vision

To **unlock the potential** of UBC as a primary focus for **developing a European knowledge society**. This will be achieved through the project by seeking **qualitative and quantitative evidence** to develop a deeper understanding of UBC.

Core Partners

LEAD PARTNER

Science Marketing
Science-to-Business Marketing Research Centre

PARTNERS

technopolis
[group]

ingenio
CSIC-UPV



Universiteit Leiden

UIN
University Industry
Innovation Network



EUROCHAMBRES



ABOUT THE STUDY

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The State of European University-Business Cooperation (UBC) study is being executed for the DG Education & Culture at the European Commission. It runs from January 2016 until November 2017 and will investigate UBC from the perspective of both university and business, seeking clarity on mechanisms supporting it, drivers, barriers and challenges.

OBJECTIVES

1. determine the status quo regarding UBC in Europe, including the extent of collaboration across a broad section of engagement factors as perceived by business,
2. describe the factors that facilitate or inhibit UBC in Europe from the business perspective,
3. describe the development of business mechanisms supporting UBC in Europe,
4. provide information for stakeholders seeking to increase UBC
5. establish a deep understanding of the ecosystem in place for UBC in Europe

“To determine the status quo for University-Business Cooperation in Europe including the extent of activities, the factors affecting it including those inhibiting or driving it, the stakeholders involved in it and the mechanisms in place supporting it as well as good practices being executed.”

Activities

The major project activities include:

- 50 European good practice UBC case studies
- Two major quantitative surveys representing both the university and business perspectives,
- Expert interviews of global thought-leaders providing insights into European UBC,
- A review of European UBC policy and indicators,
- A comprehensive UBC literature review,
- Forums to disseminate the results.

NATIONAL PARTNERS

University of J.J Strossmayer in Osijek
UNESCO Chair in Entrepreneurship
VERN Group



50 GOOD PRACTICE CASE STUDIES



www.ub-cooperation.eu

17.431

participants

HEIs

14.318

Business

3.113

Largest international quantitative study on the topic

Croatia

State of university business cooperation

111 participants

HEIs
95

Business
16

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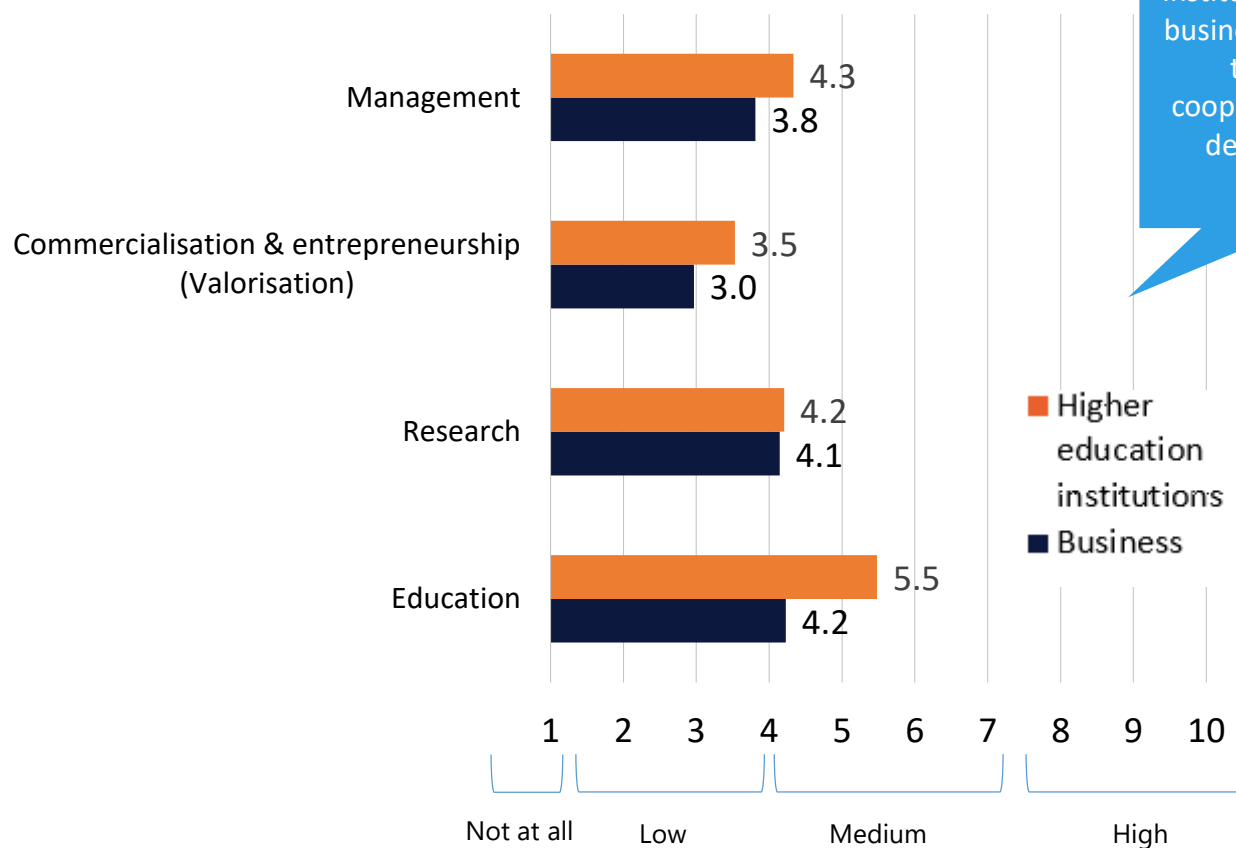
Area	Type			
Education	Curriculum development & delivery	Student mobility	Lifelong learning	Dual education programmes
Research	Collaboration in R&D	Professional mobility	Contract research	
Valorisation	Commercialisation of R&D results	Academic entrepreneurship	Student Entrepreneurship	
Management	Governance	Shared resources	Industry support	

How do universities and businesses cooperate?

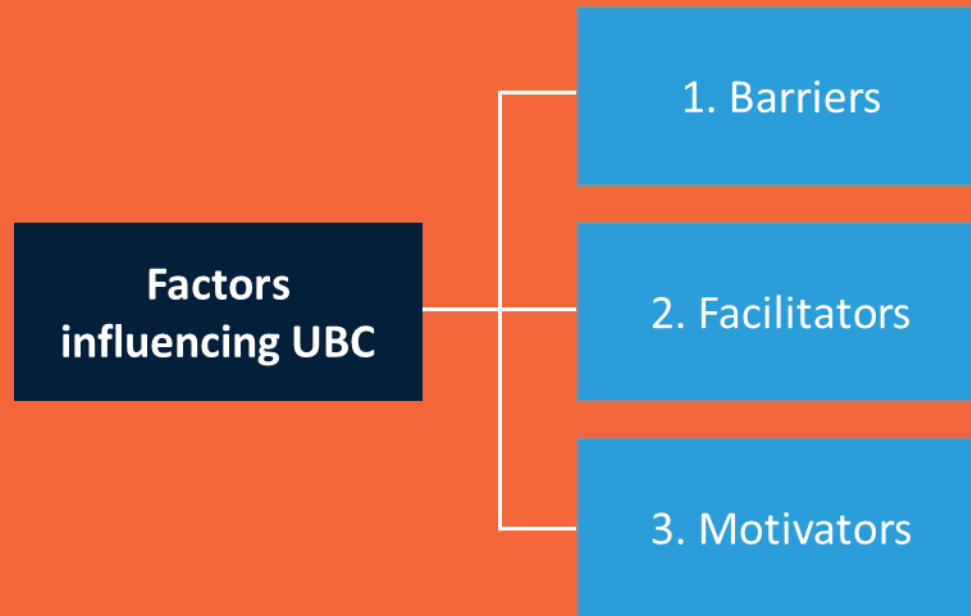
Types of UBC

WHAT DO THEY DO TOGETHER?

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Both Higher Education Institution Managers and business in Croatia agree that Education cooperation is the most developed form of collaboration



Which factors inhibit or drive cooperation?
Factors influencing UBC

WHAT INHIBITS COOPERATION?

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How relevant are the following barriers for your university when cooperating...

Barrier groups	Barrier group includes	HEI Perspective
Awareness barriers	<ul style="list-style-type: none"> Business lack awareness of university research activities / offerings, Universities lack awareness of opportunities arising from UBC, Difficulty in finding the appropriate collaboration partner, No appropriate initial contact person within either the university or business. 	6.39 (Medium)
Funding and resources barriers	<ul style="list-style-type: none"> Lack of business funding for UBC, Lack of university funding for UBC, Lack of government funding for UBC, Limited resources of SMEs. 	7.47 (High)
Internal university barriers	<ul style="list-style-type: none"> Bureaucracy related to UBC, Insufficient work time allocated by the university for academics' UBC activities, UBC conflicts with my teaching and research responsibilities, Frequent staff turnovers within my university or the business. 	5.95 (Medium)
Usability of results	<ul style="list-style-type: none"> The focus on producing practical results by business, Business need for confidentiality, Limited absorption capacity of business 	6.05 (Medium)
Relational and cultural barriers	<ul style="list-style-type: none"> Lack of people with scientific knowledge within business, Differing motivation / values between university and business, Differing mode of communication and language between university and business, Differing time horizons between university and business. 	6.45 (Medium)

HEI managers state that this barrier group is the one most inhibiting cooperation

WHAT FACILITATES COOPERATION?

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How much do the following factors facilitate cooperation...

Facilitator groups	Facilitator group includes	HEI Perspective
Relationship drivers	<ul style="list-style-type: none">▪ Short geographical distance between the two organisations,▪ Existence of mutual trust,▪ Existence of mutual commitment,▪ Existence of a shared goal,▪ Prior relation with the business partner.	6.84 (Medium)
Orientation drivers	<ul style="list-style-type: none">▪ Commercial orientation of the university,▪ Scientific orientation of the business,▪ Existence of funding to undertake the cooperation,▪ Interest of the university in accessing business-sector R&D facilities.	6.44 (Medium)

HEI managers state that this facilitator group is the one most facilitating cooperation

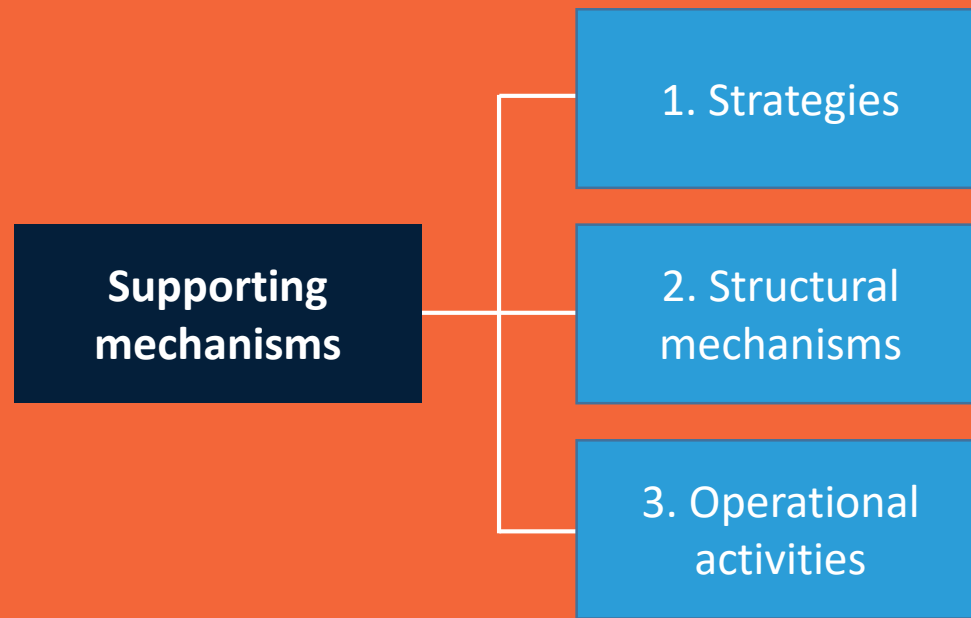
WHAT MOTIVATES COOPERATION?

CROATIAN RESULTS

How much do the following factors motivate cooperation...

Motivator groups	Motivator group includes	HEI Perspective
University educational mission reputation	<ul style="list-style-type: none">▪ To improve the reputation of the university,▪ To improve the university's teaching (i.e. the learning experience and skills of students),▪ To improve graduate employability,▪ To contribute to the mission of the university.	8.23 (High)
Research motivations	<ul style="list-style-type: none">▪ To use the university's research in practice,▪ To gain new insights for research.	8.16 (High)
Societal motivations	<ul style="list-style-type: none">▪ To address societal challenges and issues,▪ To positively impact society.	7.71 (High)
Funding drivers	<ul style="list-style-type: none">▪ To obtain funding / financial resources.	7.90 (High)

HEI managers state that this motivator group is the one most motivating cooperation



Factors influencing the extent of UBC

HOW WELL DEVELOPED ARE UBC STRATEGIES?

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Strategy groups	Strategy group includes	HEI Perspective
Documented (paper) strategies	<ul style="list-style-type: none"> A top-level management committed to UBC, A documented mission / vision embracing UBC, A strategy supporting UBC, A coordinated communication approach for UBC. 	7.22 (High)
Implementation and motivation strategies	<ul style="list-style-type: none"> The dedication of resources (incl. funding) to support UBC, The practice of recruiting business professionals into the knowledge transfer area, The measurement of UBC performance and outputs, The provision of incentives for academics to engage in UBC, The inclusion of 'cooperation with business' as part of the assessment of work performance for academics, The reduction of teaching time for undertaking collaboration with business Recognition of academics for their UBC activities (e.g. awards) Business experience considered in the recruitment of academics The practice of recruiting business professionals into the careers / alumni office. 	5.20 (Medium)

HEI Managers state that this group is the one most developed to support UBC

HOW WELL DEVELOPED ARE UBC STRUCTURAL MECHANISMS?

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Structure groups	Structure group includes	HEI Perspective
Bridging structures	<ul style="list-style-type: none"> Board member or vice rector positions for UBC, Agencies dedicated to UBC (e.g. technology transfer office, innovation office), Industry liaison office. 	4.01 (Medium)
Infrastructure	<ul style="list-style-type: none"> Incubators, Joint research institutes, Co-working spaces accessible by business, Science / Technology Park precincts. 	3.53 (Low)
Employability and career services	<ul style="list-style-type: none"> Alumni networks, Career office(s). 	5.46 (Medium)
Outside integration structures	<ul style="list-style-type: none"> Adjunct positions available within the university for business people, Lifelong learning programmes involving business people. 	4.85 (Medium)

HEI Managers state that this group is the one most developed to support UBC

HOW WELL DEVELOPED ARE UBC OPERATIONAL MECHANISMS?

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Operational mechanism groups	Operational mechanism group includes	HEI Perspective
External communication activities	<ul style="list-style-type: none"> Information sessions and forums about UBC, The featuring of UBC prominently on the university's website. 	5.17 (Medium)
Entrepreneurship activities	<ul style="list-style-type: none"> Entrepreneurship courses offered to academics, Entrepreneurship courses offered to students. 	4.54 (Medium)
Networking	<ul style="list-style-type: none"> Networking sessions or meetings for academics to interact with people from business, UBC activities facilitating student interaction with business (e.g. student projects with business), Academic networks dedicated to UBC (e.g. entrepreneurship network), Student networks dedicated to UBC (e.g. entrepreneurship network). 	4.71 (Medium)

HEI Managers state that this group is the one most developed to support UBC



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