

EMERGING MODES OF COOPERATION BETWEEN PRIVATE SECTOR ORGANISATIONS AND UNIVERSITIES

Presentation of the project and its preliminary results

Mateja Melink

University of Ljubljana, Slovenia

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Main research questions

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graph TD; A[Main research questions] --> B[Which are the most relevant modes of cooperation between universities and enterprises and why?]; A --> C[What are the current characteristics of cooperation modes and their future developmental needs?]; A --> D[Which are key developmental drivers and motives on cooperation on the side of universities and enterprises?];
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Which are the most relevant modes of cooperation between universities and enterprises and why?

What are the current characteristics of cooperation modes and their future developmental needs?

Which are key developmental drivers and motives on cooperation on the side of universities and enterprises?

Basic information

- Coordinator: Faculty of Social Sciences, University of Ljubljana
- Duration: 9/2012–3/2015
- Project partners:
 - Slovenia – University of Ljubljana
 - Spain – University of Deusto
 - Netherlands – University of Groningen
 - Slovenia – Chamber of Commerce and Industry of Slovenia
 - Hungary – Chamber of Commerce and Industry of County Zala
 - Bulgaria – Business Foundation for Education
 - Poland – Polish Chamber of Commerce
 - Spain – High Council of Official Chambers of Commerce, Industry
- Associated partners: EURASHE, Petrozavodsk State University (Russia)

Main objectives and anticipated results

- Comparative survey on the modes of UBC among enterprises and employers' organisations (app. 600 responses)
- Reports on cooperation between employers and HEIs and reports on key jobs and sectors for HE graduates
- Guidelines and tools for developing cooperation between key stakeholders in HE
- Development of policy recommendations on national and on EU level
- Various dissemination activities

Approach - Elaboration of key economic strategies and economic sectors (documents' overview and analyses)

- Relevant national strategies that include premises of UBC
- Identification of national economic sectors with the greatest developmental potential:
 - *Bulgaria* – information and communication technologies, energy, agriculture, tourism and heritage;
 - *Hungary* – medical and health sciences, information and communication technologies, economics, legal sciences;
 - *Poland* - information and communication technologies, pharmacy, energy, transport and storage;
 - *Slovenia* - information and communication technologies, life sciences (including biotechnology, medicine, pharmacy, food processing), advanced materials and nanotechnology, electrical and electronics industry;
 - *Spain* – automotive industry, renewable energy, technology sector, consulting services.
- Best practices of UBC that already exist

Approach - Assessment of cooperation between HEIs and employers in Europe (literature review, qualitative interviews)

- Support the development of meta-framework used in the large scale survey
- **Successful cases of UBC** (improvement of quality, practical training, curriculum development, R&D)
- **Modes of UBC in the last years** (internship, knowledge transfer, LLL, R&D)
- **Key challenges** (common goals, communication, adequate legislation framework, funding)
- **Factors for successful UBC** (common goals, commitment, communication, context)
- **Impacts** (better skills match, encouraged R&D, knowledge transfer and innovation)
- **Changes** (narrow the gap between theory and practice, respond to the needs of LM, communication, strategic support)

Approach - Insights of European Enterprises and Employers Organisations

- Large scale survey among 600 employers and employers' associations
- 60 case studies

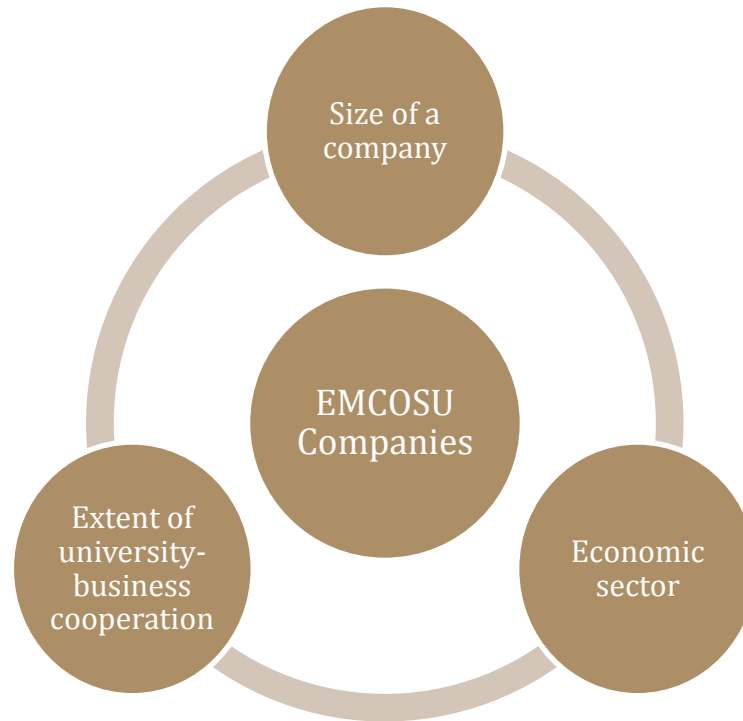
Perspective on UBC from HE institutions

- Implementation of feedback interviews

Dissemination and exploitation activities

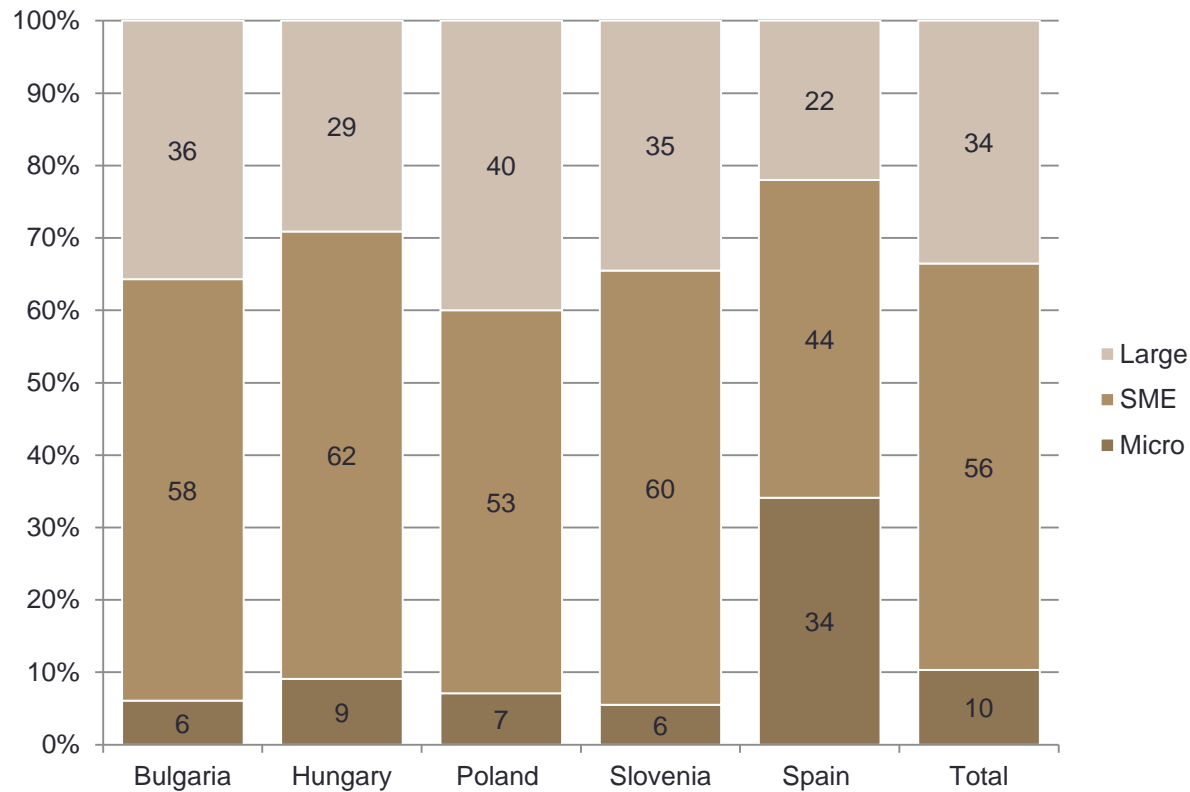
Preliminary results of a large scale survey among companies – sample structure

- Number of responding companies: BG- 98, HU – 74, PL – 70, SI – 80, SP – 74, Total - 396
- Structure of analyses



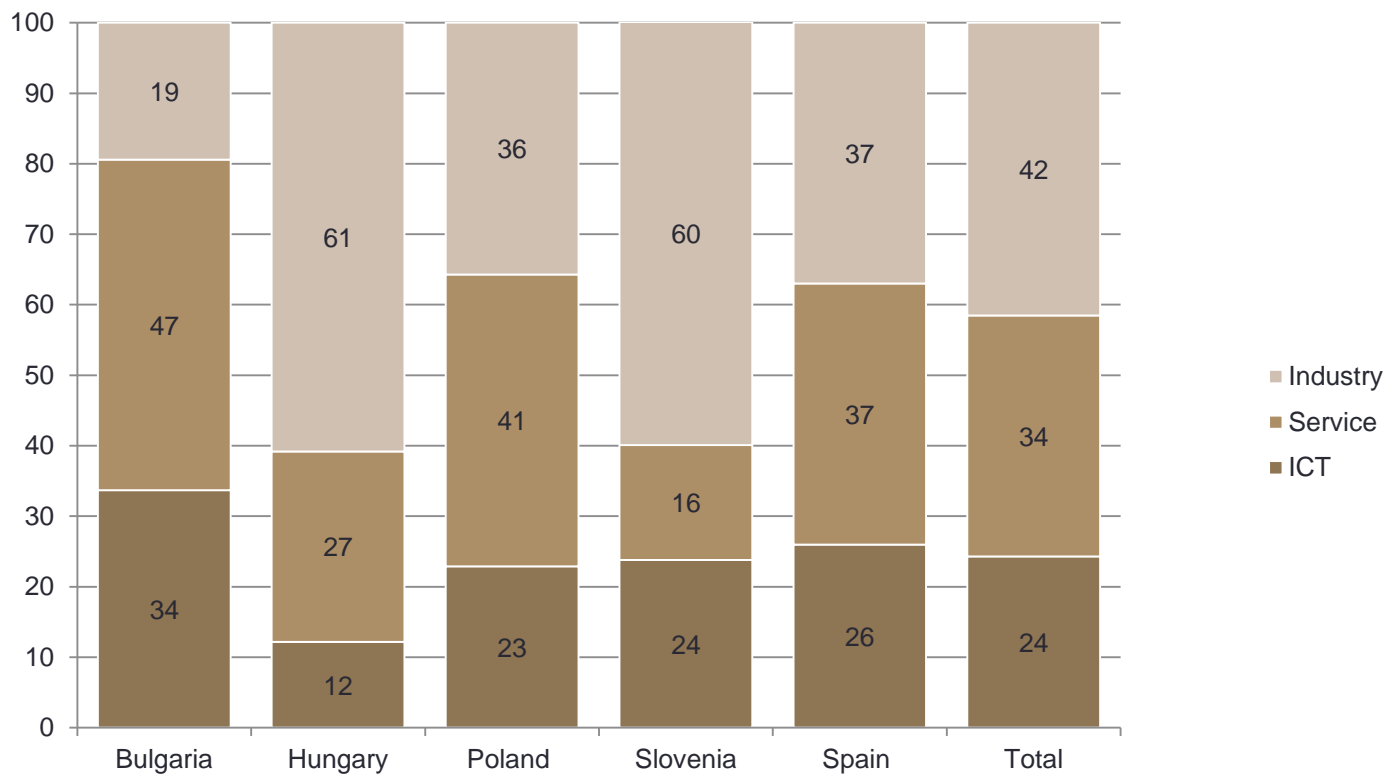
Preliminary results of a large scale survey among companies – sample structure

- Distribution of companies by their size



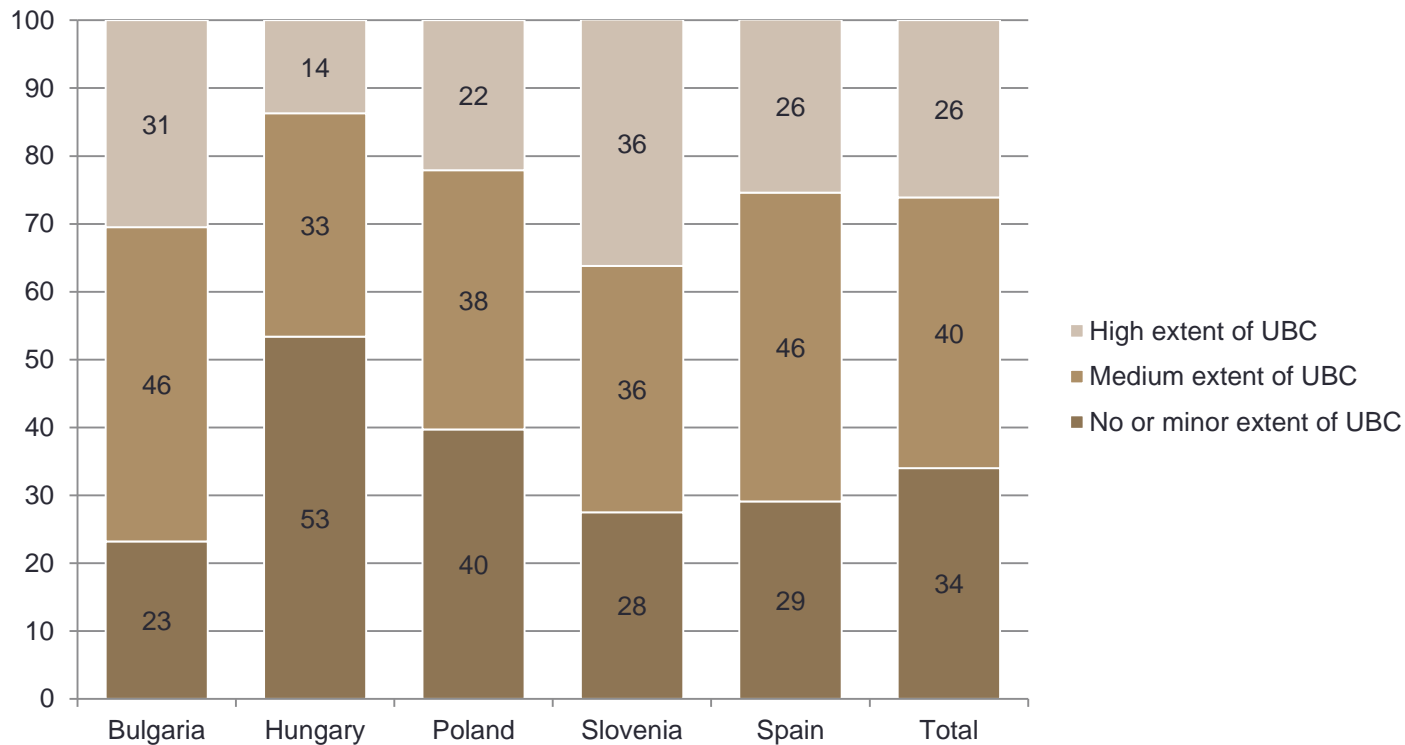
Preliminary results of a large scale survey among companies – sample structure

- Distribution of companies by economic sector



Preliminary results of a large scale survey among companies – Modes and activities of UBC

- Distribution of companies with UBC



Preliminary results of a large scale survey among companies – Modes and activities of UBC

1. Mobility of students
2. Research and development
3. Curriculum development
4. Adult learning
5. Mobility of academics

Preliminary results of a large scale survey among companies – Modes and activities of UBC

- Most frequent activities of UBC
 1. Participation of business people in study, teaching and research activities
 2. Cooperation with HEI's career offices
 3. Cooperation with institutes focused on UBC
 4. Cooperation with incubators for the development of new businesses
 5. Participation in the activities of alumni networks
 6. Participation of business people on HEI boards
 7. Participation of academics on company boards

Preliminary results of a large scale survey among companies – Drivers and barriers of UBC

- Most common drivers of UBC
 1. Existence of mutual trust and commitment
 2. Existence of shared motives
 3. Prior relationship with HEI
 4. Interest of HEI in accessing practical knowledge
 5. Close geographical distance of HEI
 6. Access to HEI's R&D facilities
 7. Financial resources for working with HEI
 8. Flexibility of HEI

Preliminary results of a large scale survey among companies – Drivers and barriers of UBC

- Most common barriers
 1. Bureaucracy within or external to the HEI
 2. Different time horizons
 3. Different motivations and values
 4. Difficulty in finding the appropriate persons within HEI
 5. Different modes of communication and language
 6. Limited ability of knowledge transfer
 7. HEI want to publish confidential results
 8. Current financial crisis

Preliminary results of a large scale survey among companies – Outcomes and impact of UBC

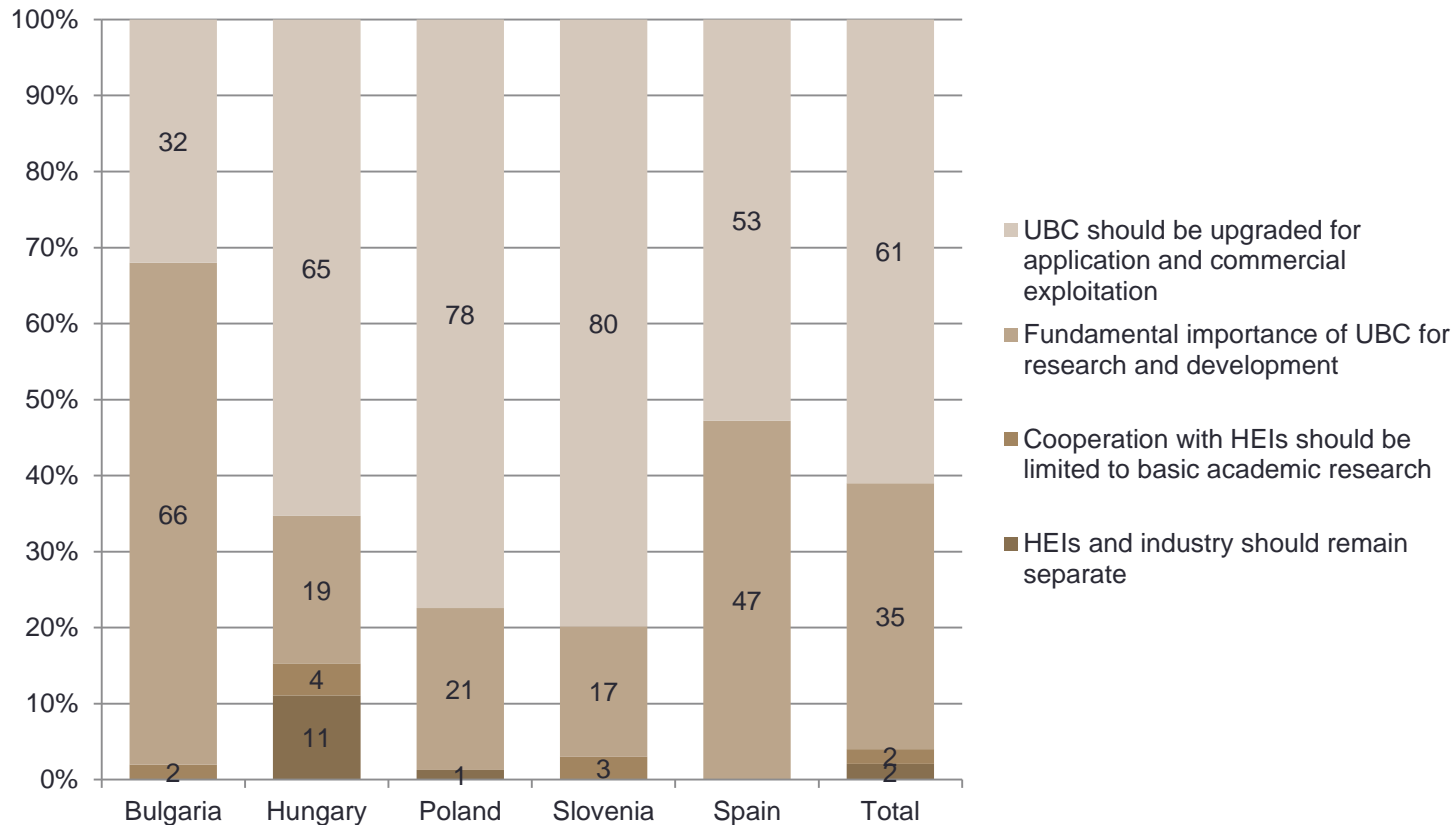
- Main impact
 1. Skills of students relevant to the labour market careers
 2. Innovative capacities of the enterprise
 3. Knowledge of academics
 4. Practical skills of professionals from organisations
 5. Regional development and social cohesion
 6. Performance of business

Preliminary results of a large scale survey among companies – Enterprises perception on UBC

- Future developmental needs
 1. Strategic cooperation with business
 2. Increase the practical orientation of teaching
 3. Enhance traineeships and internships
 4. Support an international orientation
 5. Focus on long-term skill development
 6. Enabling the valorisation of applied research
 7. Focus on research and development
 8. Improvements in their financial systems
 9. Focus on short-term skill development

Preliminary results of a large scale survey among companies – Enterprises perception on UBC

- Orientation of enterprises



Preliminary results of a large scale survey among companies – Upcoming analyses

- Non-EMCOSU countries

EMCOSU countries	Bulgaria	98
	Hungary	75
	Poland	70
	Slovenia	80
	Spain	74
Non-EMCOSU countries /regions	Croatia	13
	Czech and Slovakia	9
	Italy	13
	Continental	14
	Ex-YU countries	8
	Scandinavia	8
Total		462

Continental: Austria, Belgium, France, Germany, Luxembourg, The Netherlands

Ex-YU countries: Bosnia and Herzegovina, Macedonia, Serbia

Scandinavia: Denmark, Finland, Sweden

- Employers' associations

Future steps

- Implementation of qualitative feedback interviews among HE representatives
- Final project reports available in March 2015
- www.emcosu.eu