



THE GLOBAL UNIVERSITY ENGAGEMENT MONITOR

THE GLOBAL UNIVERSITY- BUSINESS COOPERATION MONITOR

An invitation to be involved in the
development of an ambitious scientific, policy
and practice monitor and dissemination
initiative.

February 2019



Science Marketing
Science-to-Business Marketing Research Centre



Supported by the





Initiative description



Global monitor vision

To establish the **leading global monitor** for *university engagement and university-business cooperation* with a highly developed **dissemination engine**.

Includes the following:

1. The global university engagement monitor – www.uniengagement-monitor.com | www.uni-engagement.com
2. The global university-business cooperation monitor – www.ubc-monitor.com
3. The current European study - www.ub-cooperation.eu

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UNIVERSITY-BUSINESS
COOPERATION IN EUROPE



About the initiative

February, 2019



WHAT?



Global University Engagement Monitor initiative is:

1. Aiming to establish a **global metric** for:
 - (a) university-business cooperation, and
 - (b) university engagement

2. An **ambitious dissemination initiative** which seeks to position the initiative's partners as:
 - policy
 - practical
 - scientific

thought-leaders in the area of university-business cooperation, university engagement and regional development involving universities as a central component.

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HOW?



Using the momentum gained through the **State of European University-Business Cooperation** study being executed in 2016-17 for the European Commission, the initiative:

- Draws together some of the **global thought-leaders** in policy, practise and science.
- Taps into a **global network of national partners** already in place.
- Has highly experienced **personnel dedicated** to driving this initiative.
- Experienced publishers coupled with a **global representative network** with established dissemination channels

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WHAT?



Specific objectives

To provide a metric for the development of university-business cooperation and university engagement including:

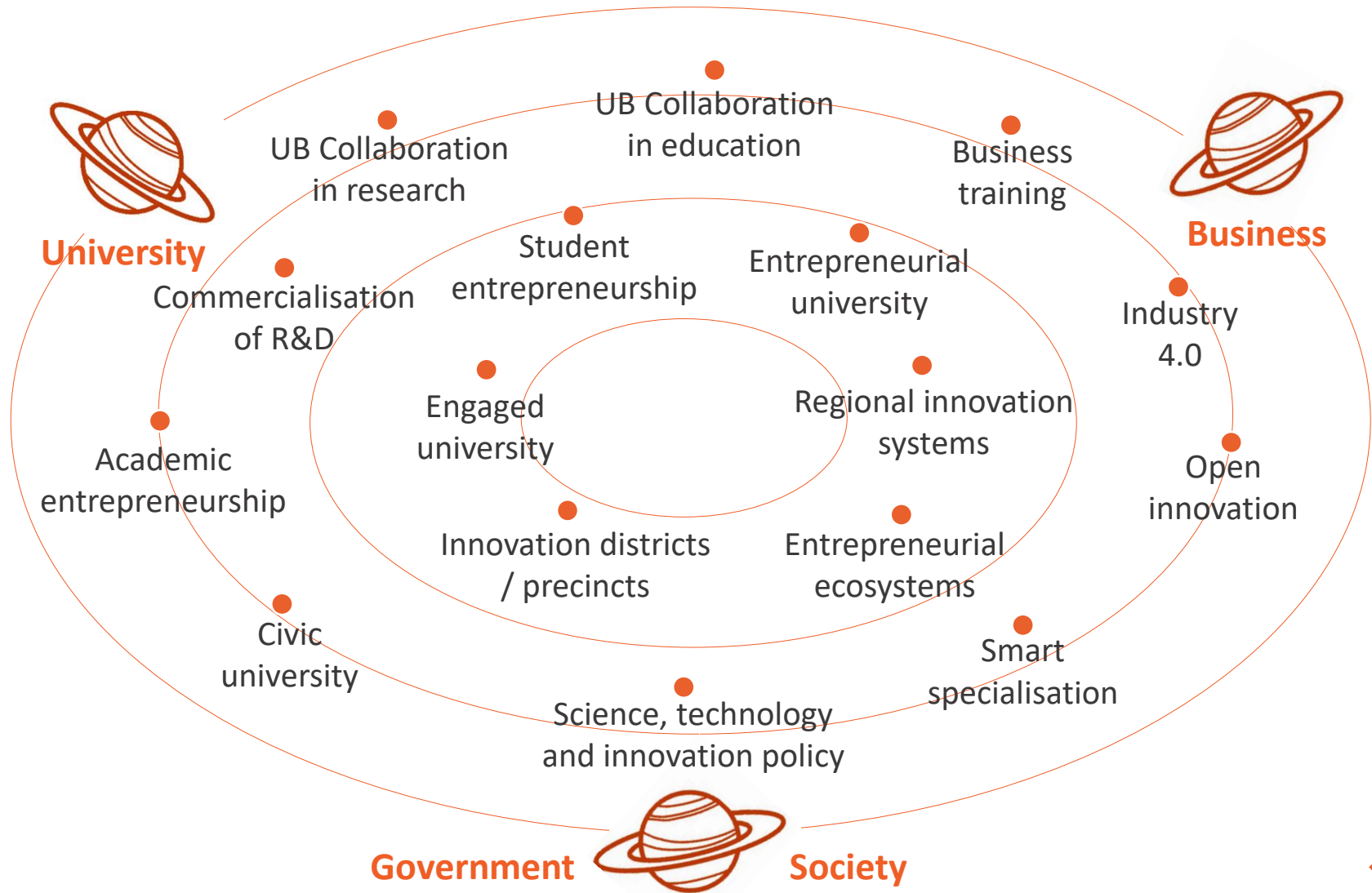
- to determine the status quo regarding university engagement globally including the extent of collaboration between university, business and other external actors a broad-section of engagement factors,
- to describe the factors that facilitate or inhibit engagement globally from the academic and business perspectives,
- to describe the development of mechanisms supporting university engagement globally,
- to identify global good practise examples of engagement,
- to provide information for decision making and focus for individual HEIs in their effort to increase engagement,
- to establish a deep understanding of the ecosystem in place for engagement,
- to create an increased profile and agenda for encouraging greater engagement,
- to determine a set of concrete recommendations for developing engagement and university-business cooperation globally using an evidence-based policy approach.



Topics Galaxy



Topics which will be addressed as part of the initiative





Deliverables



Deliverables include:

- ◆ **A report on the state of University Engagement / University-Business globally**, including recommendations for policy and HEI management,
- ◆ **A report presenting 15 global good practise** engagement cases and a practical report for business and HEI managers to develop greater and more prosperous engagement,
- ◆ **Scientific outputs** (papers, presentations, special editions)
- ◆ **Country reports** for all nations receiving sufficient response numbers
- ◆ **Other dissemination** (conference presentations, forum, thought-pieces, blogs, PR, videos, etc.)

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Partners



Primary partners

Science Marketing_
Science-to-Business Marketing Research Centre



UIN
University Industry
Innovation Network

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Supporting partners



University of Ljubljana



technopolis |group|





National partners supporting national initiatives



| Country | Partner | Country | Partner |
|----------------------|---|----------------|---|
| Australia | University of Adelaide | Latvia | Technopolis Group Latvia |
| Austria | Management Center Innsbruck | Liechtenstein | Liechtenstein University |
| Belgium | University of Antwerp / iMinds | Lithuania | Technopolis Group Lithuania |
| Bosnia & Herzegovina | International University of Sarajevo Sarajevo University | Luxembourg | University Luxembourg |
| Bulgaria | JA Bulgaria | Macedonia | Ss. Cyril / Methodius University |
| Croatia | University of J. J. Strossmayer in Osijek, VERN Group | Malta | Malta Business Bureau |
| Cyprus | Open University of Cyprus | Netherlands | VU University |
| Czech Republic | Charles University | Norway | Stavanger University |
| Denmark | Aalborg University | Poland | Krakov University of Economics |
| Estonia | Technopolis Group Estonia | Portugal | TechMinho |
| Finland | Business Arena | Romania | University of Babeş-Bolyai |
| France | Technopolis Group | Slovakia | Slovak University of Agriculture in Nitra |
| Germany | Münster University of Applied Sciences | Slovenia | University of Ljubljana |
| Greece | University of Piraeus | South Africa | SARIMA |
| Hungary | University of Szeged | Spain | Ingenio |
| Iceland | Reykjavik University | Sweden | Linköping University |
| India | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH | Turkey | Üniversite Sanayi İşbirliği Merkez Platformu |
| Ireland | Cork Institute of Technology | Ukraine | Ukrainian National Forestry University Ukrainian Marketing Association |
| Italy | Innova BIC | United Kingdom | Technopolis Group UK |
| Kazakhstan | Bolashak International Scholarship – JSC Center for International Programs | Vietnam | Ministry of Education and Training |
| Kosovo | University of Prishtina | | |



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