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David Stone, University of New Brunswick

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David Stone
University of New Brunswick

Collaboration across-sector becomes a widely spread activity in the modern societies (Austin, 2000, Al-Tabbaa et al., 2013). Importantly, collaboration between university and industry, or University-Industry Interaction (IUI), for technology/knowledge transfer have had a long history (Bower, 1993). However, of late, there has been a substantial increase in these partnerships in several nations including the United States (Mansfield, 1998), Japan (Fransman and Tanaka, 1995), Singapore (Lee and Win, 2004), Hong Kong (Chen, 1994), European Union Countries (Caloghirou et al., 2001) and the United Kingdom (Powers, 2003). This increase has been attributed to a combination of pressures on both Universities and industry as reported by several authors such as Meyer-Krahmer and Schmoch (1998) and Santoro (2002). For industry, pressures have included rapid technological change, shorter product life cycles and intense global competition that have radically transformed the current competitive environment for most firms (Bettis and Hitt, 1995). Concerning universities, pressures have included the growth in new knowledge and the challenge of rising costs and funding problems, which have exerted enormous resource pressures on universities to seek relationships with firms to enable them to remain at the leading edge in all subject areas (Hagen, 2002). In addition, there is also increasing societal pressure on universities to be seen as engines for economic growth and less as fulfilling the broader social remit they have had in the past (see for example, Blumenthal, 2003). These pressures on both partners have led to an increasing stimulus for improved University-Industry collaborations to enhance innovation and economic competitiveness. Hence it is timely to examine what the literature has to say about such collaborative relationships.

Technology transfer is consequently as an exchange where a collaborative venture ensues in which the technology donor and the technology recipient must work in partnership to adapt and develop technologies with the aim of tackling (Burati and Penco 20011): the needs of potential users, how to apply the new technology to create value for the recipient taking into account both internal factors
(such as organisation culture, organisation strategy, information technology and other organisational and managerial factors) as well as external factors (such as customers, competitors, government and industry), and what kind of customisation of the technology (from marginal to co-development) is required in order to develop specific applications.

References:


