

Entrepreneurial University as a Center for Growth in Regional Innovativeness



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Plan of presentation

1. The Lisbon Strategy and its relevance for the field of research and higher education
2. Who can provide a stimulus for the development of the region and how
3. The difference between the European and American R&D system
4. The idea of the entrepreneurial university
5. The case of the Nowy Sącz School - from a business school to an entrepreneurial university.

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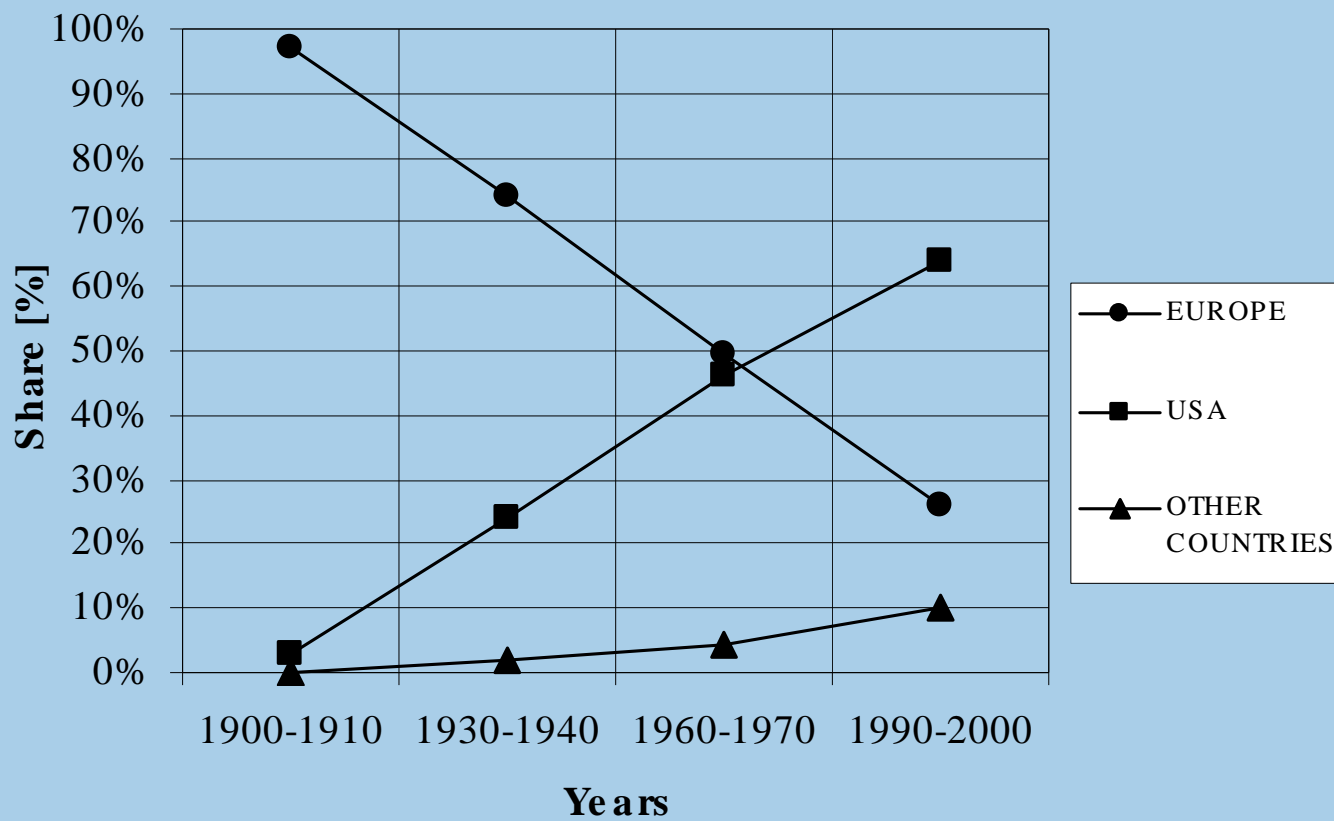


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The Lisbon Strategy five years after the launch:

- Numerous important actions are not being implemented;
- The task for the economy and the R&D sector to reach the level that would become the point of reference for the whole world by 2010- unrealistic;
- USA is developing much faster than the EU (the economic growth of 5% and 2.2% of GDP, respectively);
- R&D investment has come close to stagnation (probably 2.2% of GDP instead of 3% in 2010);





Own study based on : *Nagrada Nobla* [on-line]. Go to : www.nobel.se

The adjustment of the Community Lisbon Programme in 2005

(Communication from the Commission to the Council and the European Parliament of 20.07.2005, COM 2005, 330 final)

- giving up (implicitly) the goal of becoming the point of reference for the world (through neglecting to raise this issue in the Communication);
- the agenda for growth and jobs;
- a clear priority given to supporting knowledge and innovation as tools of economic growth (these two always listed as the first priorities);



Issues worth attention

Positive:

1. The recommendation for programmes supported by the Structural Funds and Cohesion Fund to target investment in knowledge, innovation and research capacities as well as improved education and vocational training;
2. The proposal to launch two big framework programmes for the years 2007-2013:
 - the Seventh Framework Programme for Research, Technological development and Demonstration (RTD) activities,
 - the Competitiveness and Innovation Framework Programme.



Issues worth attention

Negative:

A clear indication for increased collaboration between public research institutes and industry.

Why not private research institutes?

Don't private research institutes contribute to the development of the EU?

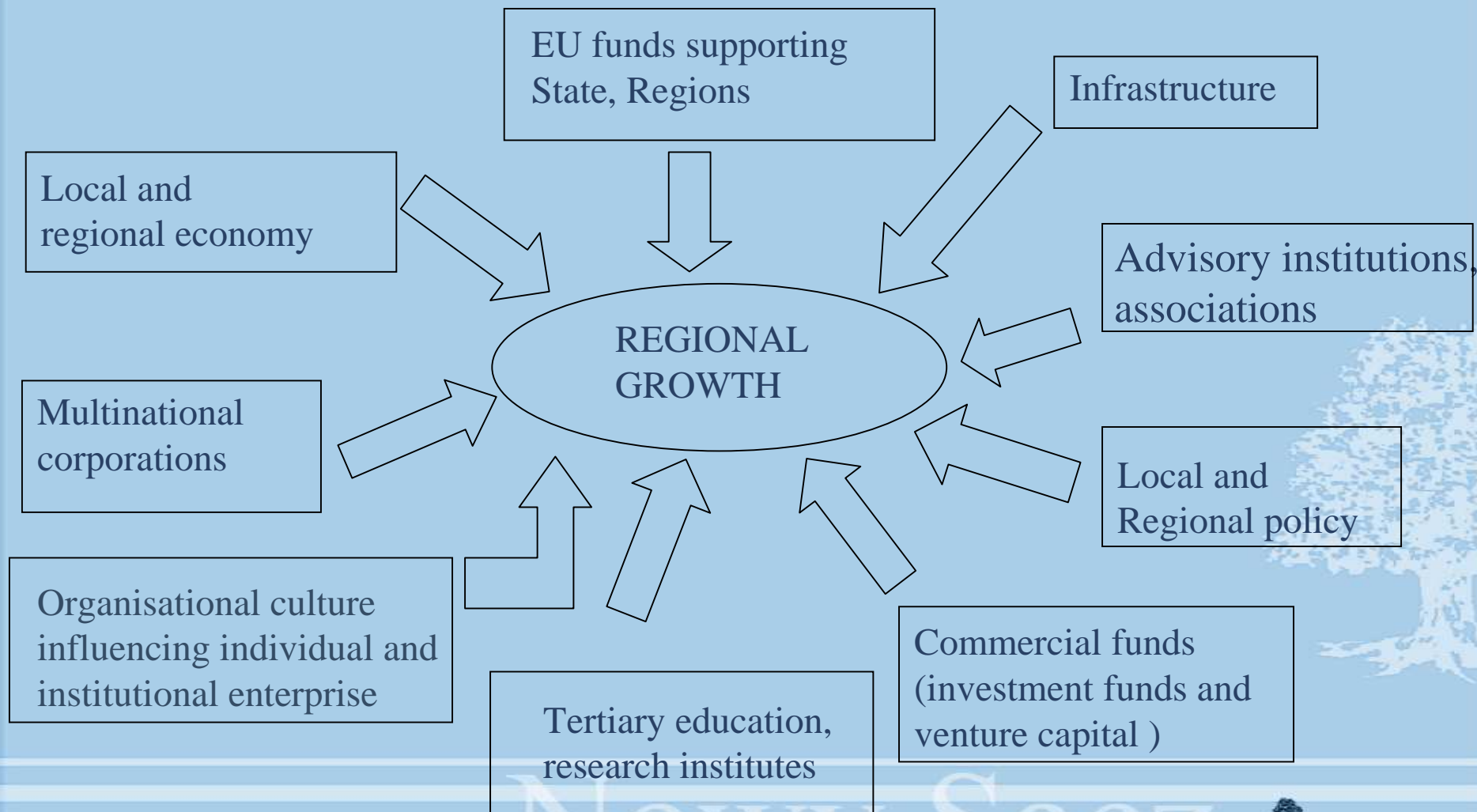


Conclusions for Poland

- There is a serious threat that the funds earmarked for research and development activities will be available mainly to the most developed and richest countries of EU;
- The process of metropolisation of the EU may deepen;



What can a growth stimulus contribute to the region?



Five major growth factors

- Individual enterprise;
- Innovation;
- Education;
- Research;
- Transfer of knowledge and technologies.

Subjective assessment:

Poland (4+1+5+1+1) Małopolska (4,1,4,2,1)

The weakest areas: innovation and transfer



European versus American system of tertiary education and research

Advantages of the American university:

- Efficient administration by managers;
- Faster research and teaching independence of faculty;
- Financial and organisational stability;
- The climate of academic life;
- Relations with the environment much stronger than in Europe,
- Concentration of expenditure on research at top universities.

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How to break the formula of the European university – an Ivory tower institution

The present system has worked well and should be continued unchanged in the area of liberal arts etc.



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The idea of the entrepreneurial university

- B.R. Clark „Creating Entrepreneurial Universities: Pathways of Transformation”, Oxford, New York, 1998

The essence:

a university that is not too big, with 'flexible' organisation that is open to change, often located outside metropolises, efficiently managed, with strong relations with its environment.

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The idea of the entrepreneurial university difficult to apply to the public university in EU

Particularly difficult to achieve will be:

- A fast and effective transfer of knowledge and technology to the economy;
- Efficient management (the role of the collegial bodies)



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The idea of the entrepreneurial university requires efficient management of the university as a whole and at the same time a creation of a system of organisational units that will enjoy a high degree of autonomy and will be managed in such a way that would enable the university to make decisions fast while still fulfilling its full mission i.e., of providing education, conducting research and the strongest possible relations with the environment.



Key to American economic success

Fast and flexibly adjusted to different industries transfer of knowledge, technology and innovation from the stage of research to application in economy.



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Principal thesis:

Without reforming the European system of higher education and the research sector it will be impossible to fully implement the Lisbon strategy.



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What makes state universities slow and drowsy

- Ensured existence and financial guarantee;
- Faculty employment stability;
- Slow decision-making by collegial bodies;
- Evaluation of academic achievement (only publications matter)

What makes private universities act

- Necessity to compete for students and financial resources;
- No guarantee of survival;
- Necessity to find a place on the market;



WSB-NLU case

1991 – founding the School, 64 students, lack of public funds,

1996 – the School reached financial stability based on the money paid by students,

2002 – end of investment in the School infrastructure (approx. PLN 50 million).

The optimum size of the school:

3000 full-time students + 2000 part-time students.

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WSB-NLU case

- 1991 – 2001 – total focus on educating students;
- since 2001 – gradually increasing amount of research conducted by faculty;
- searching for research niches;
- since 2004 - intensified search for external financial resources to provide education, training, research and teaching innovations.



Breakthrough in 2006

1. The value of external resources (mainly from the EU programmes) for implementing particular activities will reach approx. 50% of the revenue from tuition paid by students.
2. Launching together with a listed company (Optimus S.A.) the initiative to create the Nowy Sącz Network of Innovation and Knowledge Transfer.

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Basic principles of this initiative:

- „Optimus” brings in the already existing infrastructure (approx. 6000m²) and the technological experience of its staff;
- The School contributes its *know-how*, brand, faculty and student involvement;
- The School and the Company create together a flexible learning organisation that will be open to change;
- The initial area of interest is applying IT in learning, teaching, communication and new demonstrations.

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Basic principles of this initiative

We start with simple activities:

- technological observatory;
- innovation consulting centre;
- IT incubator for students' enterprise;

We will build gradually:

- technological park (in the first two years only start-up of faculty's and students' firms);
- formula of applied research centres (*spin-off*);

Project financing:

- very low overheads (already existing infrastructure, small administration);
- EU grants;
- investment funds.

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Major goal of the initiative

- Creating a true entrepreneurial university;
- Creating a center for local and regional development.

At the same time

Implementation of the main EU priority – research and innovation as a tool for economic growth.

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Basic conclusion from the case presented

Task for EU Member States and authorities:

to create such system of financial support for ventures that will support individual and institutional enterprise in a quick and efficient way.

Key to success: fast selection + flexible support

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Thank you for your attention

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