

## KNOWLEDGE MANAGEMENT-BASED RESEARCH CONCERNING INDUSTRY-UNIVERSITY COLLABORATION IN AN OPEN INNOVATION CONTEXT (UNIINOI)

### Goal of the project

In the present competitive climate, knowledge and innovation are seen as the main distinguish factors of the organizations' success and as the basis of their competitive advantages. Following a long tradition of research in the field of innovation, open innovation is an approach in which the boundaries of innovation are shifting from a situation where organizations conduct research and development activities mainly internally, to a widespread collaboration and external knowledge source, in order to support achieving and sustaining continuous innovation of their product, services or processes. Furthermore, universities are seen among the most important partners with whom business organizations can cooperate for quantitative empirical evidence concerning the development, evolution and sustainability of Industry-University relations in Open Innovation. Despite the intensive efforts from both sides for the development of bilateral collaborations in the research and innovation field there are still space and resources for increasing the knowledge processed between these actors.

### Short description of the project

The project activities are focuses on designing a feasible strategy (based on a model and an associated methodology) for the UNlinOI together with the definition of a set or a system of key performance criteria in order to characterize this process. The validation of the whole proposed approach for the increasing of the UNlinOI is developed in the case of Romanian universities and industrial organizations. All partners in the project will support the design and validation process of the model and methodology designed solutions..

### Project implemented by

Project coordinator - University of Oradea [www.uoradea.ro](http://www.uoradea.ro)  
Partener 1 - Politehnica University of Timisoara [www.upt.ro](http://www.upt.ro)  
Partener 2 - Technical University of Cluj-Napoca [www.utcluj.ro](http://www.utcluj.ro)  
Partener 3- S.C. EMSIL TECHTRANS S.R.L. Oradea, Romania

### Implementation period

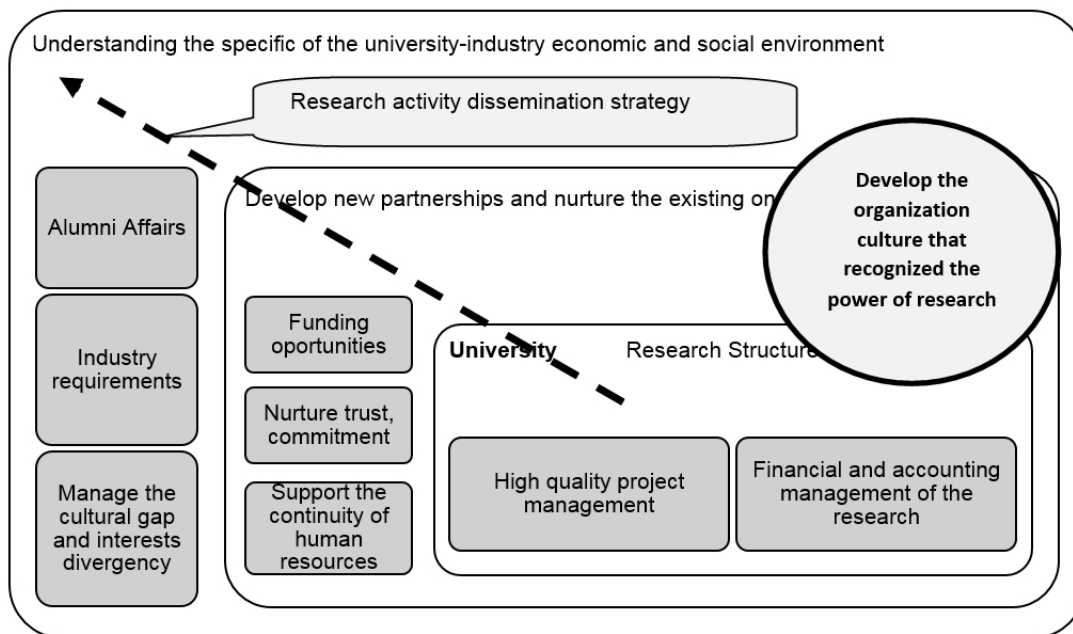
2014-2017

### Main activities

Stage I - The development of the collaborative research environment (2014)  
Stage II - The development of an Open Innovation environment between Industry-University (2015)  
Stage III - The development of a model for the performance measurement of Industry-University collaboration in Open Innovation (2016)  
Stage IV - The development of a methodology (associated with the previous designed model) for the performance measurement of Industry-University collaboration in Open Innovation (2017)

### Results

During the project implementation there have been developed the ontology of UNlinOI (Fig. 1) using an appropriate software application for the knowledge map design and visualization. The ontology representation has a tree structure that include the description of each considered item as: motivation factors, barriers, channels for the knowledge transfer, benefits and disadvantages (dimensions of the proposed ontology considered as sub-ontologies). The ontology of UNlinOI allows the analysis and optimization of the different knowledge transfer processes, activities or interdependences by considering different items depicted in each sub-ontology. Therefore, each item has been detailed, for its complete characterization using relevant, actual references and existing regulations, norms for research and development activities in Romania.



The proposed model (or framework) for the UNlinOI

## Applicability and transferability of the results

1. The projects' research results could be transferred in universities practices in order to define the strategy with its industrial partners in the local and regional areas (derived from a business model). In addition, the results could be useful for the internal procedures development and for the definition of a scientific framework in order to strength and intensify UNlinOI (including the development of future joint projects);
2. The research results could be easy transfer to industrial entities in order to foster UNlinOI;
3. Project's research results were transferred in the didactical process (master level) and enriched the knowledge bases of our didactical and PhD students' projects.

## Financed through/by

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## Research Centre

Engineering and Management Research Center

## Research team

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