



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.uniengagement.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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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:

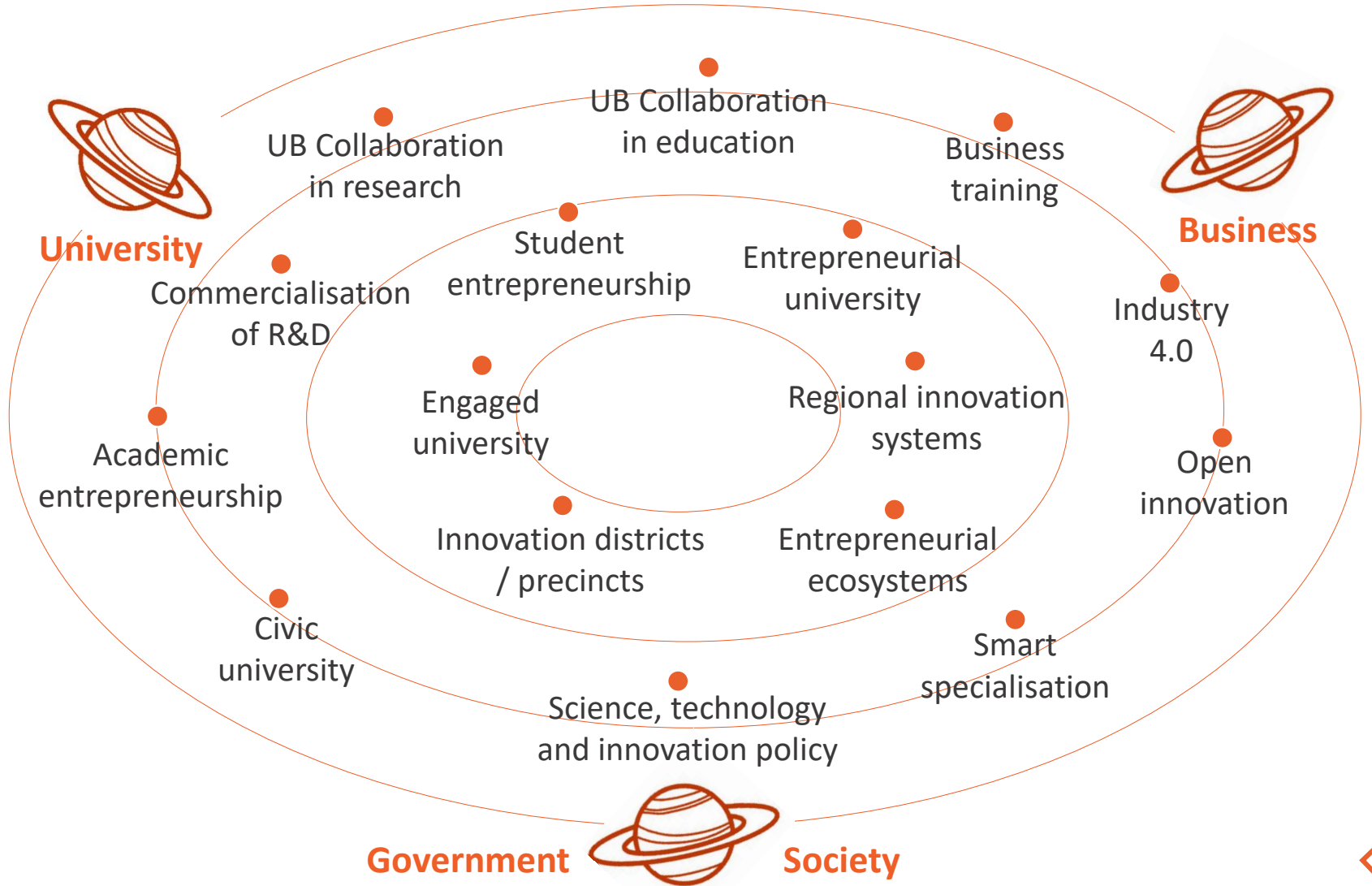
- to determine the status quo regarding university engagement globally including the extent of collaboration between university, business and other external actors a broad-section of engagement factors,
- to describe the factors that facilitate or inhibit engagement globally from the academic and business 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



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UIIN
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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