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Marian Gorynia

Poznań University of Economics and Business, Poznań, Poland

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POZNAŃ UNIVERSITY
OF ECONOMICS
AND BUSINESS

Panel: Challenges for Innovation Cooperation in the CEE region: Business and Academia perspective

Academy of International Business 2019 Annual Meeting

COPENHAGEN, DENMARK

June 24-27, 2019

Marian Gorynia, Piotr Trąpczyński

marian.gorynia@ue.poznan.pl piotr.trapczynski@ue.poznan.pl

Poznań University of Economics and Business, Poland



3) How can universities more effectively transfer research knowledge to decision makers?

THE CASE OF THE PUEB PARTNER CLUB

1. Example of institutional innovation – benchmark, good practice – Poznań University of Economics and Business, Polish context
2. General information about PUEB – „adjectival”, specialized University, 5 faculties, 9000 students, research and teaching staff – 500
3. PARTNER CLUB – not very original, new idea, but we did it – the role of leadership
4. Starting point – 2003 – the group of 10 firms – among them foreign direct investors: Volkswagen Poznań, Beiersdorf Poznań, Wrigley, South African Breweries International (SABI) but also Polish firms: Poznań International Fair, Amica SA, Wielkopolski Bank Kredytowy (now: SANTANDER)
5. 2019 – about 70 partners, cooperation agreement



3) How can universities more effectively transfer research knowledge to decision makers?

THE CASE OF THE PUEB PARTNER CLUB

5. Joint research projects and publications:

- The role of foreign direct investors in the economy of Wielkopolska, Poznań 2006.
- Corporate Social Responsibility. Report on the audit of the activities of companies members of the Partner Club of the University of Economics in Poznań, Poznań 2008.
- THE FUTURE OF ECONOMIC AND BUSINESS EDUCATION IN EUROPE FROM THE PERSPECTIVE OF THE YEAR 2026, Poznań, 2011.
- The companies of the UEP Partner Club on the Wielkopolska labor market, Poznań 2011.



3) How can universities more effectively transfer research knowledge to decision makers?

THE CASE OF THE PUEB PARTNER CLUB

6. Open lectures by managers for our students – component of the curricula
7. Internships for students
8. Best student competition and awards, best master thesis, scholarships
9. Financing repairs of lecture rooms and equipment in multi-media
10. Reciprocity – cooperation should be mutually beneficial, profitable:
equilibrium
11. Our „money” – our alumni, graduates – our partners have organized,
institutionalized access to our alumni
12. PUEB Knowledge Transfer Company



3) How can universities more effectively transfer research knowledge to decision makers?

THE CASE OF THE PUEB KNOWLEDGE TRANSFER COMPANY

- The Knowledge Transfer Company is a 100% subsidiary of PUEB, established 2014 to transfer knowledge from academia to business
- Between 2014-2018 the Company carried out 180 projects for 110 companies and government agencies
- The Company consists of Competence Centers: Product Research, International Business and Project Management
- Successful cooperation examples: strategy for the City of Poznań, new business models for Volkswagen, new products in Żabka shops, a new special vehicle developed with the Police and a car trading company



3) How can universities more effectively transfer research knowledge to decision makers?

THE CASE OF THE PUEB KNOWLEDGE TRANSFER COMPANY

- 1 CEO, 1 R&D specialist, unlimited potential of University employees
- Part of Association of Knowledge Transfer Companies (joint projects sales)
- Most projects are interdisciplinary, but focus on new product and service development, business model innovations, growth and R&D strategies, as well as company internationalization
- Sales breakdown: 70% research & consulting, 25% expertise/opinions, 5% trainings
- 95% private R&D/development/sales funds of firms, 5% EU funds