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UNIVERSITY-BUSINESS COOPERATION AS A NEW FORM OF YOUNG ENTREPRENEURS SUPPORT

In this article author examined international experience of modern cooperation such as university-business cooperation. This form is a great tool for support young entrepreneurs that don't have much experience, information and money for their own business and this cooperation can be or free of charge in the early years of business-life or have a low cost.

Keywords: small and medium enterprise, start-up, institutions, cooperation.

In developed countries scientific institutions for a long time ago became a legitimate business entity that can exercise capitalization of their own scientific research by participating in the market of innovative solutions through the transfer to a small and medium enterprises (SME's) its intellectual property. This scientific institutions help young people to create their first start-up, provide great support not only from transferring their intellectual property, but also making financial support to small and medium enterprises.

But here, it should be noted that the development of such forms of institutional cooperation, as a UBC (University-Business Cooperation) – partnerships between universities and enterprises in each country is uneven. United States of America is the only country that has made considerable progress in the development of such forms of interaction. Yes, constantly many countries monitored drivers and barriers that affect the formation of such interaction, such as team of researchers from the London School of Economic and Political Science with the support of the EU [1], Global Entrepreneurial Monitor (GEM) [2] and others.

But only in USA [3] this form of cooperation most developed and cultivated. The most famous partnerships in the framework of UBC are:

1. CACT (Center for Advanced Ceramic Technology at Alfred University) – engaged of industrial cooperation with construction companies; assist public companies in New York to save and create new workplaces, increase their profitability through research into new approaches to the processing ceramic materials.

2. FIT (Fashion Institute of Technology's «School of Business and Technology») – hire teachers with practical business experience; conducting PR-actions and develop a marketing strategy to promote products; help businesses that produce cosmetics, light industry products to enter to the new markets in New York and other US cities. They have financial support from the company «L'Oreal».

3. SFC (Silicon Flatirons Center for Law, Technology and Entrepreneurship at Colorado University Law School) – create a platform for the implementation of innovative projects at the local, national and international level; support of creating start-ups by the young people and act as a catalyst for the introduction of collective entrepreneurship; make a significant contribution to local economic and social development; help students become more attractive for employers and to understand himself as an entrepreneur by developing their entrepreneurial skills and creative thinking.

4. StartX (StartX at Stanford University) – providing business education for those who want to become entrepreneurs (including undergraduates, PhD-students and teacher stuff) to implement and accelerate convergence between theory and practice.

Based on their experience we can noted that there are certain drivers and barriers of such cooperation between universities and enterprises, and this cooperation can have some external and internal impact (Fig. 1).

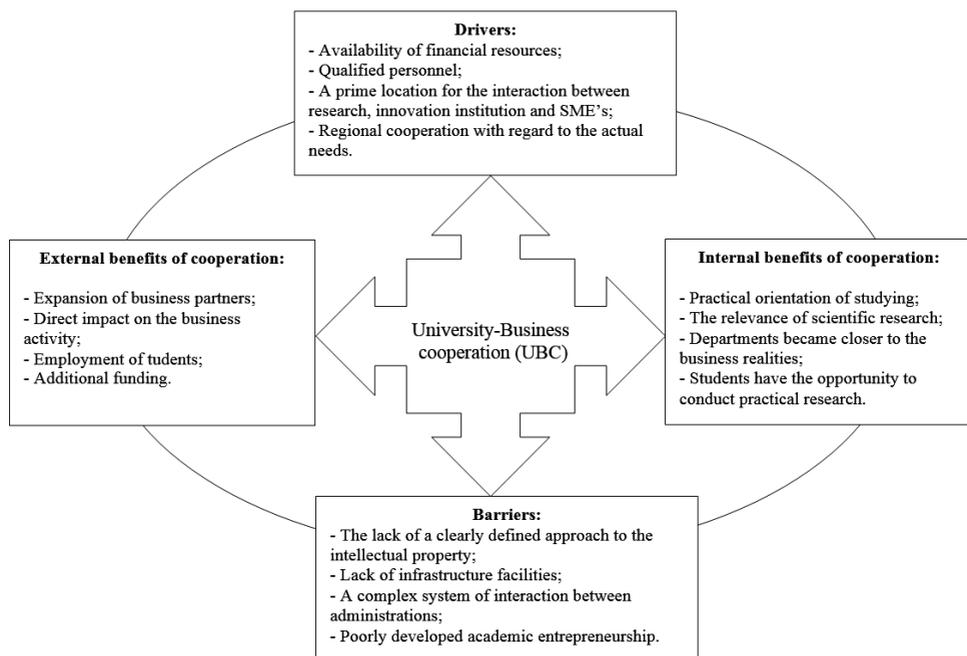


Fig. 1. Drivers and barriers of the partnership development between universities and business (UBC)

Such universities received financial resources from many sources, not just from its activities, but also from entrepreneurial activity of their students, from business partners, alumni, businesses and public authorities. These are not all types of financial revenues, which do not include winning grants, scholarships, investments in research and development and others.

Whereas the EU and Ukraine, the interaction between scientific institutions and businesses in its early stages of development. We can say that in Ukraine started legal registration of main limits for such cooperation through the adoption of a new law about research and innovation actions, in which universities will have the opportunity of capitalization their own intellectual capital.

So we can name the following factors that have direct influence to the development of such cooperation, namely: uncertainty of receiving benefits, significant barriers of interaction, lack of a clearly defined mechanism for this kind of interaction, lack of the experience of implementation scientific innovations and the sale of its intellectual property, only big enterprises agree on such cooperation with strategic purpose for the further their development, and SME's nowadays don't understand what benefits they can get from such interaction.

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