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PERTH, AUSTRALIA 4-8 MARCH 2024

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Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024



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Session 4D: Tue 5th March, 15:00 – 15:45

**Open Innovative Partnership of Universities and
Businesses in Asia Pacific**

Thi-Quynh-Giang Nguyen
Hoa Binh University, Vietnam

Ngoc-Hung To
Hoa Binh University, Vietnam

Chair
Randall Martin
BCCIE, Canada

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OPEN INNOVATIVE PARTNERSHIP OF UNIVERSITIES AND BUSINESSES IN ASIA PACIFIC

**Speaker ID 1161: People's Teacher, Assoc. Prof. Dr. To Ngoc Hung
President of Hoa Binh University**

Speaker ID 1159: Nguyen Thi Quynh Giang, International Relations Dpt. Director

Hanoi, March 2024

CONTENT



INTRODUCTION

1

- Innovative collaboration between Universities and Businesses (U-B Innovative Collaboration): R&D, personnel exchange, commercialization of research and development results, training programs building & dissemination, business development and enterprise governance

2

- In this study, the aspects related to universities and businesses as the main subjects of the partnership are focused on for clarification

3

- The research findings and practical experiences indicate difficulties and barriers stemming from all parties involved

4

- Clarifying the tripartite relationship: Government, Universities and Businesses

5

- Recommendations to enhance collaborative open innovation relationships between universities and businesses in the Asia-Pacific region

RESEARCH METHODOLOGY

The study applies desk-review, document analysis method, which is a systematic research process for reviewing or evaluating documents (G.A. Bowen, 2009), to synthesize and analyze various aspects related to the collaborative open innovation relationship between universities and businesses in several countries worldwide and in Vietnam.



¹Bowen, G. A. (2009). Document analysis as a qualitative research method. *Qualitative research journal*, 9(2), 27-40.

RESEARCH FINDINGS

1

- **TRIPARTITE PARTNERSHIP: GOVERNMENT, UNIVERSITIES, AND BUSINESSES**

2

- **STATUS-QUO OF THE COLLABORATION MODEL BETWEEN UNIVERSITIES AND BUSINESSES WORLDWIDE AND IN VIETNAM**

1. TRIPARTITE PARTNERSHIP: GOVERNMENT, UNIVERSITIES, AND BUSINESSES

The government's role in the collaborative relationship between universities



Established specialized agencies for innovation, higher education, and development since 1990



Introduced policies and practical management mechanisms by fostering a culture of interaction between universities and businesses since 1990



Toyota established the Toyota Technical Institute in 1938



Establishment of the Zurich Research Laboratory has been established in 1956.
Establishment of "Binnig and Rohrer Nanotechnology Center" in 2011



Development of the model State - Universities - Enterprises in the late 1990s; Initiation of the Profession Oriented Higher Education (POHE) in 2005



1. TRIPARTITE PARTNERSHIP: GOVERNMENT, UNIVERSITIES, AND BUSINESSES

The role of businesses in the collaborative relationship between universities and businesses

Enterprises provide opportunities for learners to practice "learning by doing"

Develop policies to implement linkage goals

Changing policies, programs, and teaching materials of HEIs



1. TRIPARTITE PARTNERSHIP: GOVERNMENT, UNIVERSITIES, AND BUSINESSES

The role of universities in the collaborative relationship between universities and businesses

Connecting
businesses

with

Universities must change the content, methods, and forms of training to the ways of university administration and the establishment of university-owned enterprises.

Participating in strategic consulting, management consulting, and policy development



2. STATUS-QUO OF TRIPARTITE RELATIONSHIP BETWEEN UNIVERSITIES & BUSINESSES WORLDWIDE AND IN VIETNAM

Comprehensive model

- Unified framework

- The collaboration model between universities and businesses in both training, research, and implementation



Specific model

- Specific, separated forms of collaboration

- The collaboration between universities and businesses is complex and involves integration among all parties

WORLDWIDE

Table 1. Forms of collaboration between universities and businesses in some countries

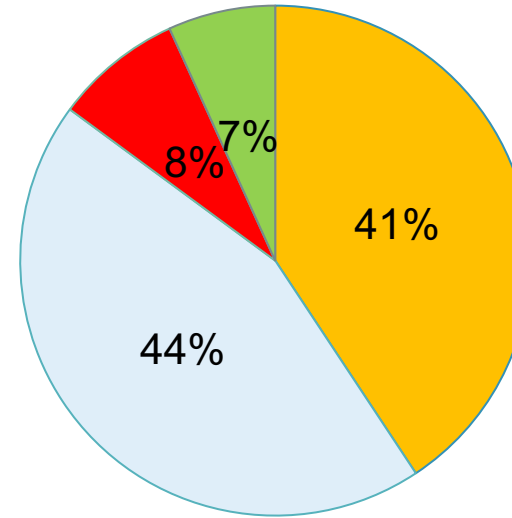
TT	Forms of collaboration	Europe				Asia-Pacific				
		England	Germany	Italy	Sweden	China	Singapore	Japan	Australia	Vietnam
1	Businesses accepting students for internships	X	X	X	X	X	X	X	X	X
2	Businesses providing technology equipment, financial support for teaching, scientific research, and learning at universities	X	X			X		X	X	X
3	Selecting university scientists to work in businesses for a period of time			X						
4	Businesses participating in advisory boards at universities						X	X	X	X
5	Exploiting commercial value from research through technology transfer contracts	X			X		X	X	X	X
6	Establishing science and technology parks			X	X	X				
7	Universities establishing companies (partially/fully owned) to invest in research, experimentation, and production	X					X	X		
8	Universities establishing business incubation centers		X		X	X	X		X	X

2. In Vietnam



The total number of businesses collaborating with 135 surveyed higher education institutions is 6,126 businesses, achieving an average ratio of 60 businesses per training institution.

Figure 1. The current status of collaboration between higher education institutions and businesses in Vietnam in enhancing the quality of training

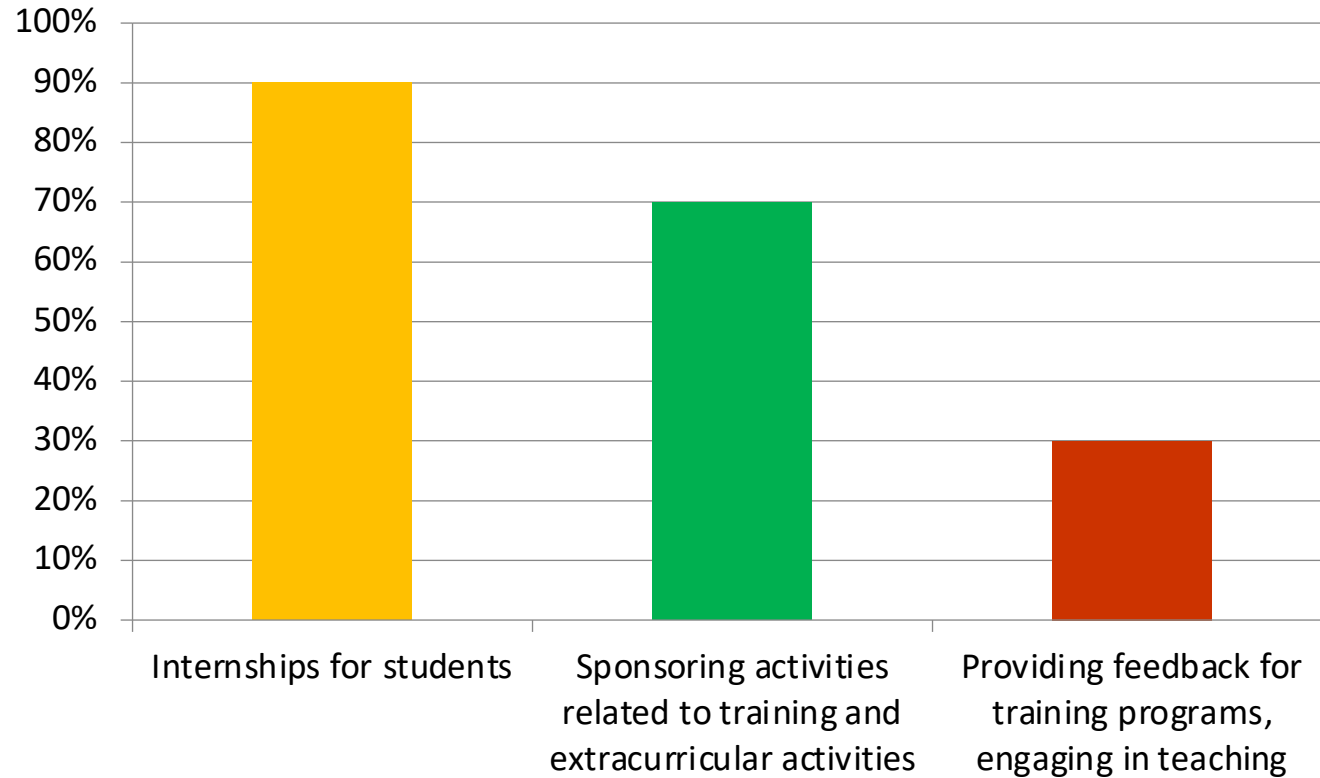


- HEIs collaborate with Enterprises in ICT & other fields
- HEIs only collaborate in other fields
- HEIs collaborate only in ICT
- HEIs with no collaboration with enterprises

Source: Report from the Higher Education Department, Ministry of Education and Training, 2022

Vietnam

Figure 2. Key collaboration activities between universities and businesses in training



Source: Report from the Higher Education Department, Ministry of Education and Training, 2022





The research results from 8 universities participating in the "Profession Oriented Higher Education" project implemented by the Ministry of Education and Training (POHE) show that: **Collaboration activities between universities and businesses are not extensive. Most universities primarily establish networks with about 10 strategic partners (POHE, 2022)**



120 enterprises



From 20 to 40 partners



The survey results from nearly **1,400** alumni who participated in education at institutions within the project show that: **72.8%** believe they can meet the needs of employers; **75.5%** believe that "internships were truly useful for their current jobs". (POHE, 2022)

3.3. LIMITS AND CAUSES

LIMITS

Universities and businesses have not regarded collaboration between the two as a solution contributing to development

The most significant role in promoting collaboration still lies with the leadership of both parties

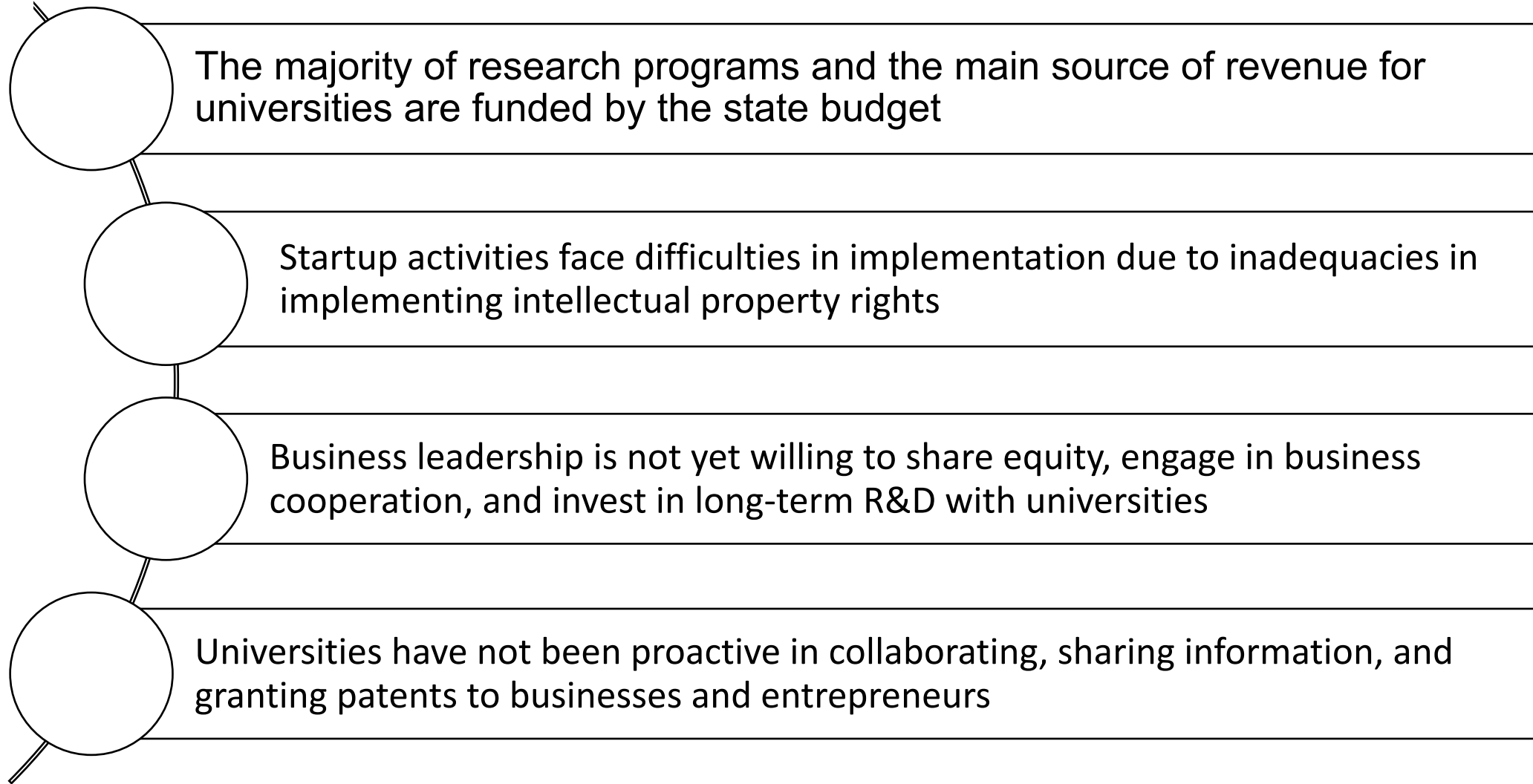
University leadership has not fully recognized the importance of technology transfer and commercialization activities, transferring new products and technologies to businesses

Businesses do not have confidence in applying the practical results derived from ideas of scientists in academic institutions to production and business operations

The role of the State is not yet clear

3.3. LIMITS AND CAUSES

CAUSES



2. Recommendations

GOVERNMENT

Improving policy systems,
expanding university autonomy
rights

Create communication channels
or connection networks between
businesses and universities. Issue
separate financial mechanisms
suitable for startup businesses.

UNIVERSITIES AND ENTERPRISES

Changing perceptions and attitudes
towards collaboration

Maintain regular contact and
communication channels
Consider the model of combining
research and production - business
successful in the current economic
development trend

UNIVERSITIES

Building appropriate policies,
mechanisms, and regulations

Support startups and promote the
establishment of businesses
according to the company model
Proactively invite good managers
and scientists from businesses to
participate in the school's training
and research activities.

ENTERPRISES

Promoting and
fostering a culture of
creativity and R&D

Supporting
entrepreneurship &
recognizing the HEIs
- Enterprises

CONCLUSION

University-
business
cooperation is an
inevitable trend
and a self-driven
need that brings
long-term benefits
to all parties
involved



The Government:
providing legal frameworks
and assistance

Universities and
businesses need to
change their
perceptions and
perspectives on
cooperation
towards a more
strategic and
proactive approach
in sharing ideas
and information.

Promoting
collaborative
relationships for
innovative
openness between
universities and
businesses varies
in each country's
context

5. DISCUSSION

THANK YOU FOR LISTENING!

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