

**„4th generation university as an opportunity for development
and competitive advantage acquisition in a micro-region on the
periphery”**

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The conference takes place 20 years after the start of systemic, economic and social transformation in Poland and C&EE

Challenges facing Poland in 1989:

- Regaining freedom,
- Economic transformation from Communism to free-market,
- Civilisational progress for majority of society.

Effects of 1989 changes:

- Poland as a member of the world: EU and NATO,
- Polish economy integrated with global, effective development, effect: positive GDP, even in 2008 and 2009,

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- Polish mental revolution of the 1990s: appreciating the role of education, increase in student numbers from 400 000 in 1990 to 2 million in 2009.
- Scholar index of 19-23 year olds – over 50% are studying !
- Clear increase in welfare for most society.

Challenges facing Poland in 2009:

- In next 20 year achieving GDP and wealth levels of the “old” EU 15.
- Creating a Knowledge-Based Economy and developing competitive advantages for Polish companies.
- Creating a Knowledge-Based Society.

Conclusion: All aims can be achieved through focusing on scientific research and the development of higher education.

Polish developmental potential (1):

- Young, talented, strongly motivated and entrepreneurial generation of the 1980s demographic peak.
- Local and regional developmental dynamics supported by EU funds (67 bln Euro between 2007-2013).

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Polish developmental potential (2):

In 1989 public universities and 2 catholic institutions existed only in 22 cities (so-called “academic cities”).

In 2009 higher education institutions operate in 124 cities, so 102 new Polish cities are benefiting from the higher education revolution (a 1990s phenomenon).

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Characteristics of a modern economy:

- Globalisation processes,
- Fast development of Knowledge-based Economy,
- Faster pace of change,
- IT and Internet affecting the economy.

Main resource of a modern economy:

Knowledge and the skills to use it, e.g. PEOPLE.

Progressive metropolisation of the developed world

- Increasing percentage of Humanity living in cities,
- Metropolises host research centres and best universities,
- Metropolises host corporate HQ, banks
- Metropolises draw in the best talent and most entrepreneurial, offering them best opportunities for development, career.

What about the rest of the world – are provinces doomed to failure and life of misery?

CASE NOWY SĄCZ (1)

- Nowy Sącz in 1989**
- capital of one of 49 administrative regions,
 - several large SOEs,
 - 75000 inhabitants.

Two decades of history: 1989-2009

- privatisation of large SOEs (successful but caused reductions in employment),
- emergence (from nothing) of several large privately-owned companies of national scale, employing over 5000.

CASE NOWY SĄCZ (2)

Sacz Tigers of the 1990s: Optimus, Konspol, Fakro,
Wiśniowski, Koral

- emergence and growth of WSB-NLU,
- the town seen in Poland as an “entrepreneurial town”,
- located in southern Poland,
- one of the best tourist areas in Poland (Beskid Sądecki, Krynica),
- terrible communication/transport infrastructure:
380 km from Warsaw, but a 6-hour trip by car or train, 105 km
from Krakow, but 2 hours by car and 2.5 hours by train.

Only opportunity for Nowy Sacz:

- Town development based on a university which becomes a change generator,
- Utilisation of the surrounding natural environment as a factor for drawing-in best talent and improving living conditions.

Types of universities

Traditional division

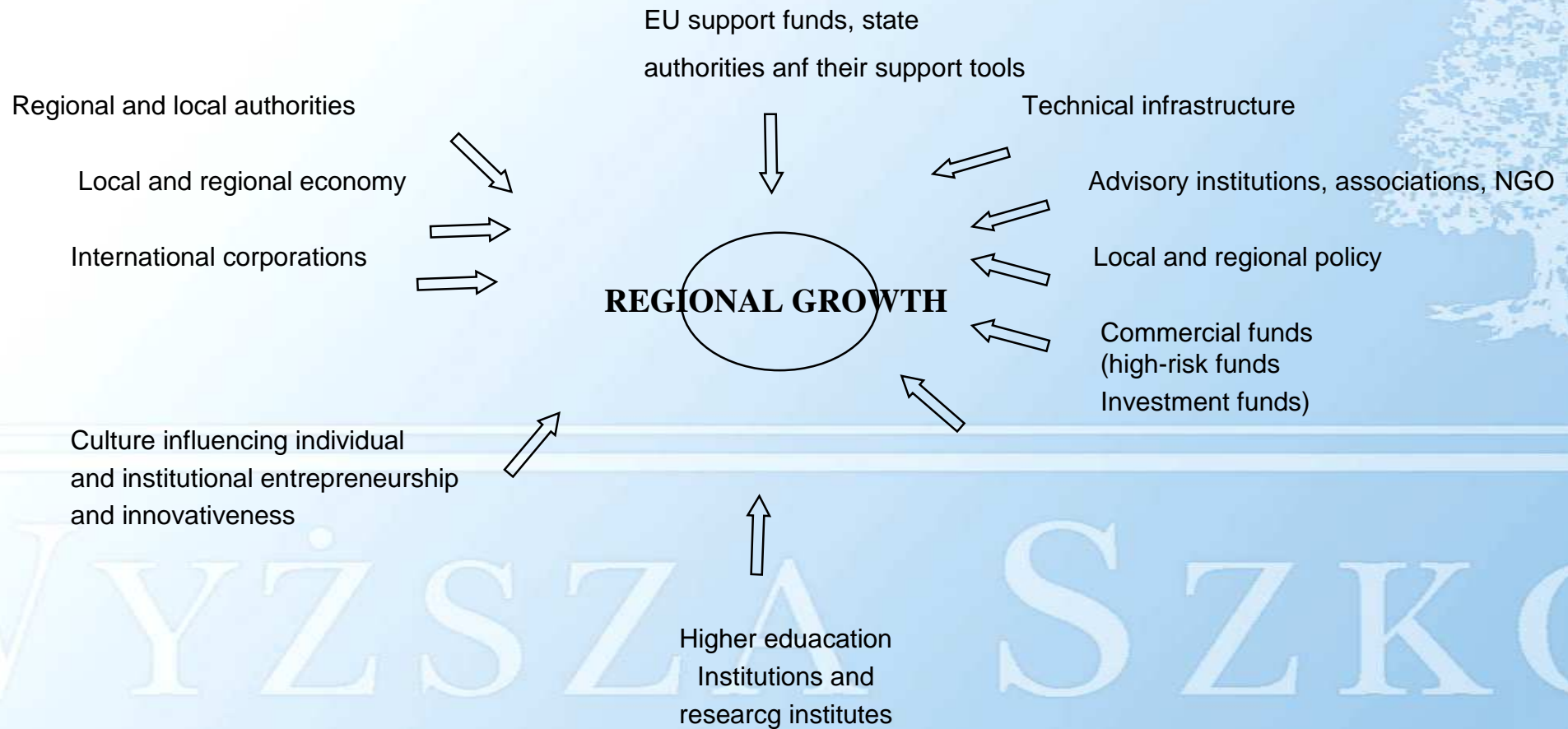
- Educating university
- Research university

Modern division

- Entrepreneurial university
- Knowledge-based university

University creating opportunities for local development:
„fourth generation university”

Factors influencing regional development



Source: own work

Conclusion:

Five factors contributing to development (individual entrepreneurship, innovativeness of companies, education of inhabitants, scientific research, knowledge and technologies transfer – four depend mainly on the quality of higher schools and research institutions located or endaged in region).

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Wyższa Szkoła Biznesu – National-Louis University

- created in 1991, as the first university located in a small town, far from established academic centres,
- key innovation – development based on programmes and organisational culture of an American university,
- between 1996-2005 best Polish business school, focused on education
- currently - 4 degrees (management, computer science, political science, psychology)
- 3 programmes in English (management, MBA, MA-computer science).

**WSB-NLU between 1991 and 2005 focused
on own development
from 2005 – transformation towards
the 4th generation university:**

Key success indicators:

- partnership with the surrounding environment,
- transfer of knowledge and innovation between university and environment (both ways)
- unique educational programmes,
- operations following an effective business model.

WSB-NLU

Main aim of transformation:

- Transforming WSB-NLU into a world-class university,
- Transforming Nowy Sacz into a town with a consistent developmental potential.

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Two major mechanisms supporting the main aim:

Multimedia City Project
Diamond Project (Diament)

Financing

Multimedia City Project - 100 mln zł from EU funds
(placed on indicative list of projects with key importance
for development of Poland).

Diamond Project –20 mln zł from Malopolska
voivodship funds.

Multimedia City (1):

I stage – creation in 2007 of a multimedia cluster of 50 companies and development of mutual cooperation and with WSB-NLU.

II stage – 2008-2009 preparation for the development of a technological park, and creation of a first-in-Poland Animation & Special Effects School.

Multimedia City (2):

III stage – 2010-2012 building of the science and technology park (12 000 m²), company incubation, development of associated projects.

IV stage – from 2013 – fully functioning park, increase in number of operating companies, own investment fund.

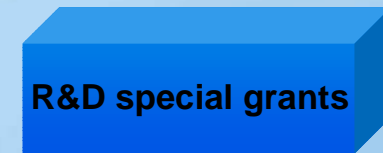
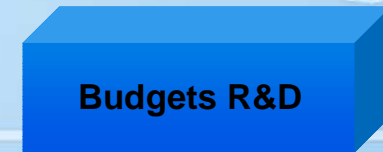
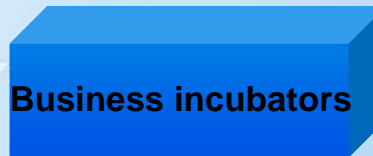
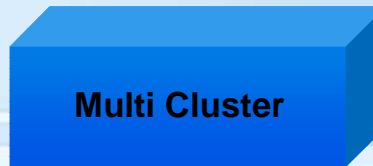
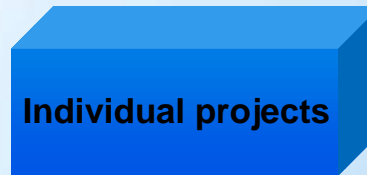
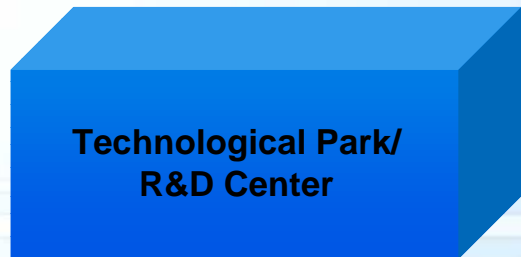
By 2020 – turnover of companies functioning within Multimedia City – minimum 1 bln Euro, one of the most important and effective centres for the transfer of knowledge and technology in Europe.

Technology Park as the wider part of Multimedia City project

Area of: Infrastructure

Projects

Financing



Diamond Project („Diament”)

- Completing the key concepts of the system to identify talented students and increasing their key competencies,
- By properly educating all children in classes 1-3 of primary school, the development of entrepreneurial and creative attitudes (teaching through fun and creative problem solving).

I stage 2009-2010 – setting operational rules

II stage 2011-2013 – system testing in all school across the voivodship.

III stage from 2013/14 – implementation of the system in all voivodship schools.

Measuring the effects of the initiated process of transformation:

Year 2020

- 30% of all employees in Nowy Sacz companies are university graduates,
- 20% of WSB-NLU students come from abroad,
- 50% of WSB-NLU revenues come from research grants and industrial contracts,
- Within Multimedia City there are 200 knowledge companies employing 2000 workers,
- Nowy Sacz is one of the most attractive towns for living and working in Europe.

THANK YOU for your attention!

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