



Facilitating academic – business partnership

Krzysztof Pawłowski

WSB-NLU Rector in Nowy Sącz and WSB Rector in Tarnów

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One of the most serious weaknesses of European and Polish higher education system is the lack of a close cooperation between the universities and business.

Reasons:

- ✓ universities rely on the state's financial support;
- ✓ the faculty at universities are not interested in implementing their research into practice;
- ✓ research does not fulfill the expectations of the economy;

✓ lack of both American tradition and a legal base would facilitate the cooperation between universities and business



Spheres of partnership between the universities and business

3 spheres:

I (lower)

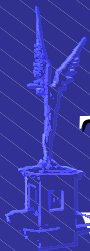
education and training

II (higher)

alongside education and training, allows companies for using the research results, as well as commissioning of expertise and research

III (the highest)

using the effect of synergy of the resources, joint training programs, projects and research activities

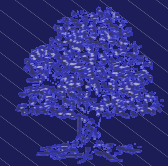


The second sphere can, while the third ~~de~~ely will transform the company into a company of knowledge.



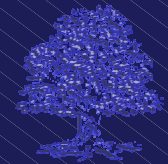
In Poland there does not exist real or institutionalized cooperation of universities and business

There are cases of cooperation of certain units of universities (institutes, various centers, departments) with individual companies/business, usually initiated by individual faculty members. The effects of this cooperation and their implementation are neglected in the scale of the whole country.



Two major reasons of marginal cooperation between universities and companies in Poland:

- little need of economy for innovation, new trends and products;
- lack of real scientific achievements to be implemented by companies.



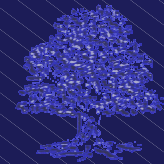
Two periods of investing into HR in Poland

I

1990 – 1999 – large demand for new employees ready to work under the regime of free market economy, intensive training of managers and employees in large companies

II

2000 –present – economic stagnation, radical limitations in expenditures for trainings even in best companies, rising unemployment among managers and large group of graduates of business programs exceeding the needs of the work market



WSB-NLU activities for building partnership with business communities

I

Strong relationship and recognition of the School in business communities thanks to tight connection between establishers off the School and business world (personal not institutional reasons)

II

3 groups of business people:

1. Large companies (usually production)
2. National business organizations and individual entrepreneurs from different places in Poland
3. Local business community



Contacts: the School – Poland's big companies

1. Long term cooperation with 11 companies.
2. Conducting closed postgraduate programs for top management of Poland's big companies (Zelmer, Opoczno S.A., Mostostal Kraków S.A., Huta Sendzimir, Tymbark S.A.).
3. Special program offered to Opoczno S.A. (3 postgraduate programs, 5 specialised training sessions for the management and trade unions staff, training program for middle management (120 participants)).
4. Sending an "*Honour List*" of the best 50 WSB-NLU graduates to over 200 companies.



Contacts: the School – Poland's business circles

1. The National Chamber of Commerce were the ones who co-established the School when in 1993 they bought the main building for WSB-NLU (the School bought it back in 1999 at the price of 728 000 PLN).
2. Conducting a special postgraduate program for BCC members in 1998 and 1999.
3. Organizing scientific conferences (that often linked scientific and practical approach) addressed to various targets.
4. Carrying out Leonardo da Vinci research program concerning analyzing managerial skills represented by middle management of Poland's big companies.
5. Organizing 23 seminars for Chief Executive Officers of Poland's biggest companies in years 1992-1999.



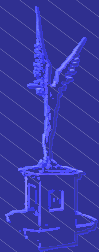
Contacts: the School – local business circles

1. Sądecko-Podhalańska Chamber of Commerce was the only institutional co-founder of the School in the first year.
2. Cooperation between the School and the Chamber was fortified via “personal link” that was in force until 2000.
3. European projects, training sessions, seminars, conferences were organized together which led to lowering unit costs and strengthening mutual relationship.
4. Creating “this is our school” attitude among locals.
5. Frequent examples of scholarships for students being



WSB-NLU – business partnership – outcomes and tasks for the future

1. In the first period the School could survive only because it raised money from business and got grants for training programs for companies.
2. Wide recognition of the Rector in business community allowed for building a strong brand of WSB-NLU and as a result employment of its graduates.
3. It is necessary, but difficult to move to level II – first signs are already visible (research and consulting for ROLESKI company) but more engagement from faculty is needed.





Krzysztof Pawłowski

krzysztof.pawlowski@wsb-nlu.edu.pl

