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Partnerships with Universities. November 28, 2017 | Fiona Murray, Lars Frølund, Max Riedel | Innovation. Collaborations between companies and universities are critical drivers of the innovation economy. As many corporations look to open innovation to augment their internal R&D efforts, universities have become essential

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Open communication lays the foundation for successful strategic partnerships, ensuring clarity of objectives, trust and strong relationships. On the operational

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level, the most important group to involve, from both companies, is middle management since their objectives are often conflicting.

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Companies regularly seek partners with

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Complementary capabilities to gain access to new markets and channels, share intellectual property or infrastructure, or reduce risk. The more complex the business environment becomes—for instance, as new technologies emerge or as innovation cycles get faster—the more such relationships make sense. And the better

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companies get at managing individual relationships, the more likely it is that they will become “partners of choice” and able to build ...

Improving the management of complex business partnerships ...

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Partnerships with companies that are making promising progress on one or more of your strategic objectives. Potential challenges include leakage of your firm's technologies and managing a shifting web of partnerships.

How to Build Strategic Partnerships -

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The importance of building strategic partnerships and relationships. ... child and maternal health, and development sectors, such as: the Partnership for Maternal, Newborn and Child Health (PMNCH) platforms, The Global Action Plan for Pneumonia and Diarrhoea (GAPPD), the



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companies often struggle to establish and run university partnerships effectively.

Lars Frølund, Fiona Murray, and Max Riedel. WINTER 2018

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Today, strategic industry-university

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Partnerships can serve as important venues for companies to engage with the broader innovation ecosystem and pursue a variety of significant innovation goals – along with the more direct products of these partnerships, such as knowledge gains and talent discovery.

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5 types of strategic partnership agreements to help grow your business. In a strategic partnership, two businesses intertwine their efforts in a certain area, such as marketing, supply chain, integration, technology, finance, or a combination of

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these. Such an agreement might exist between a digital marketing agency and a graphic designer, a web designer and a database management firm, or an Internet service provider and an email provider, just to name a few of the many possibilities.



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Collaborations between companies and universities are critical drivers of the innovation economy. These relationships have long been a mainstay of corporate R & D - from creating the knowledge

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foundations for the next generation of solutions, to serving as an extended "workbench" to solve short-term, incremental problems, to providing a flow of newly minted talent. As corporations look to open innovation to augment their internal R & D efforts, many of them are turning to universities to anchor an

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increasingly broad set of activities, especially those grounded in engaging with regional innovation ecosystems such as Silicon Valley, Kendall Square in Cambridge, Massachusetts, and Block 71 in Singapore. Universities are essential stakeholders in innovation communities that also include corporations, government

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entities, venture investors, and entrepreneurs. In addition to being sources of people and ideas for corporations, university collaborations assist corporations in opening up new avenues of engagement with a broader innovation ecosystem. While the aspirations of university-industry partnerships can be

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easily described, many companies are finding that establishing and running partnerships effectively can be difficult, even when key financial resources and human capital are available. A core reason for the difficulty, the authors write, "is that university culture - characterized by high autonomy and distributed governance -

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maps poorly to corporate culture." The authors provide a set of six questions for managers, which make up the basis of a form they call the "university partnership canvas." They designed a form (which is downloadable from the digital version of the article) to help corporations assess and develop strategic approaches to their

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Partnerships With Universities. By working through the six questions, companies can develop a strategic perspective on what types of partnerships are best suited to their needs. The spectrum goes from what might be seen as an ad hoc approach to a strategic and broader engagement with an innovation ecosystem.



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Partnerships With Universities that will sustain an enduring relationship. It offers a three-phase model of the development process of collaboration, together with a tool box for those charged with partnering and leading organizational change, and includes a template for both creating new partnerships and sustaining existing ones. The authors start by

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differentiating between “traditional,” often ad-hoc, partnerships and “strategic partnerships” that align organizational strategy with partnership actions; and by identifying the importance of moving beyond incremental or surface “first order” change to develop deep “second order change” through which underlying

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structures and operations are questioned and new processes emerge due to the partnership. They offer analyses and understandings of seven key components for success: exploring motivations; developing partner relationships; communicating and framing purpose; creating collaborative structures and

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resources; leading various partnership stages; generating partnership capital; and implementing strategies for sustaining partnerships. Each chapter concludes with a case study to provide more understanding of the ideas presented, and for use in training or classes. This guide is addressed to policy makers and

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A timely and practical guide that helps senior managers design successful

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