

CULTURE, THE EVOLVING NATURE OF INNOVATION AND INSTITUTIONAL CHALLENGES TO UNIVERSITIES: TOWARDS A PARADIGM SHIFT?

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BACKGROUND

The nature of
innovation
has been
evolving
dramatically.

The concept
which was
once
considered as
a high-tech
oriented
process from
university
technology
transfer
offices to
market
production
has been
undergoing
changes in its
nature and
operationalisa
tion,
particularly
with the
growing
embodiment
of culture
and arts.

The evolution
of innovation
has several
implications
for
universities
ranging from
structural
challenges to
drivers for
organizational
change,
thereby
pointing out
the necessity
and
significance
of a holistic
analysis

A NEW INNOVATION PATTERN?



RESEARCH QUESTIONS

- 1-How has the nature and conceptualization of innovation been changing?
- 2- What role do culture and arts play in the evolving nature of innovation?
- 3- How do universities respond to the growing role of culture and arts in the evolving nature of innovation process

An engaged and responsive
university: Are we there yet?

EUROPEAN HIGHER EDUCATION AREA



EXPECTED OUTCOME AND RELEVANCE

- We expect to find out the nature of innovation is evolving with the growing role and mobilization of culture and arts. Furthermore, we anticipate identifying several drivers for organizational change and divergent spatial patterns of collaboration in the link between university and society
- *For universities and academics:* It will highlight the responses of universities to the new and evolving innovation pattern with a focus on culture and arts, therefore bringing a new insight into divergent approaches in European higher education landscape and contributing to the ongoing university-regional development debate.
- *For policymaker and practitioners:* The research carries the potential of to be a catalyst for the necessary actions to be taken in addressing the challenges universities face as well as triggering a smooth organizational change process.

METHODOLOGY

Design

- The research adapts a qualitative multiple case study design.

Cases

- University of Aveiro, Portugal
- University of Twente, the Netherlands
- Autonomous University of Barcelona, Spain

Data

- Semi-structured interviews with directors of technology transfer offices, scholars within the fields of regional development and higher education studies and academics at managerial positions in three universities and cultural entrepreneurs will be conducted.
- Strategic plans will be utilised as secondary data for content analysis



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