

# Assessing the Impact of University-Firm Collaboration on Firm Performance and Regional Development

Sergio Manrique

Department of Business. Universitat Autònoma de Barcelona

SergioAndres.Manrique@uab.cat

## Objective

To assess the impact of collaboration between university and firm. The study focuses on the kinds of university-firm collaboration, examining how it can aid the survival of firms in a global and competitive market and how it translates into regional development.



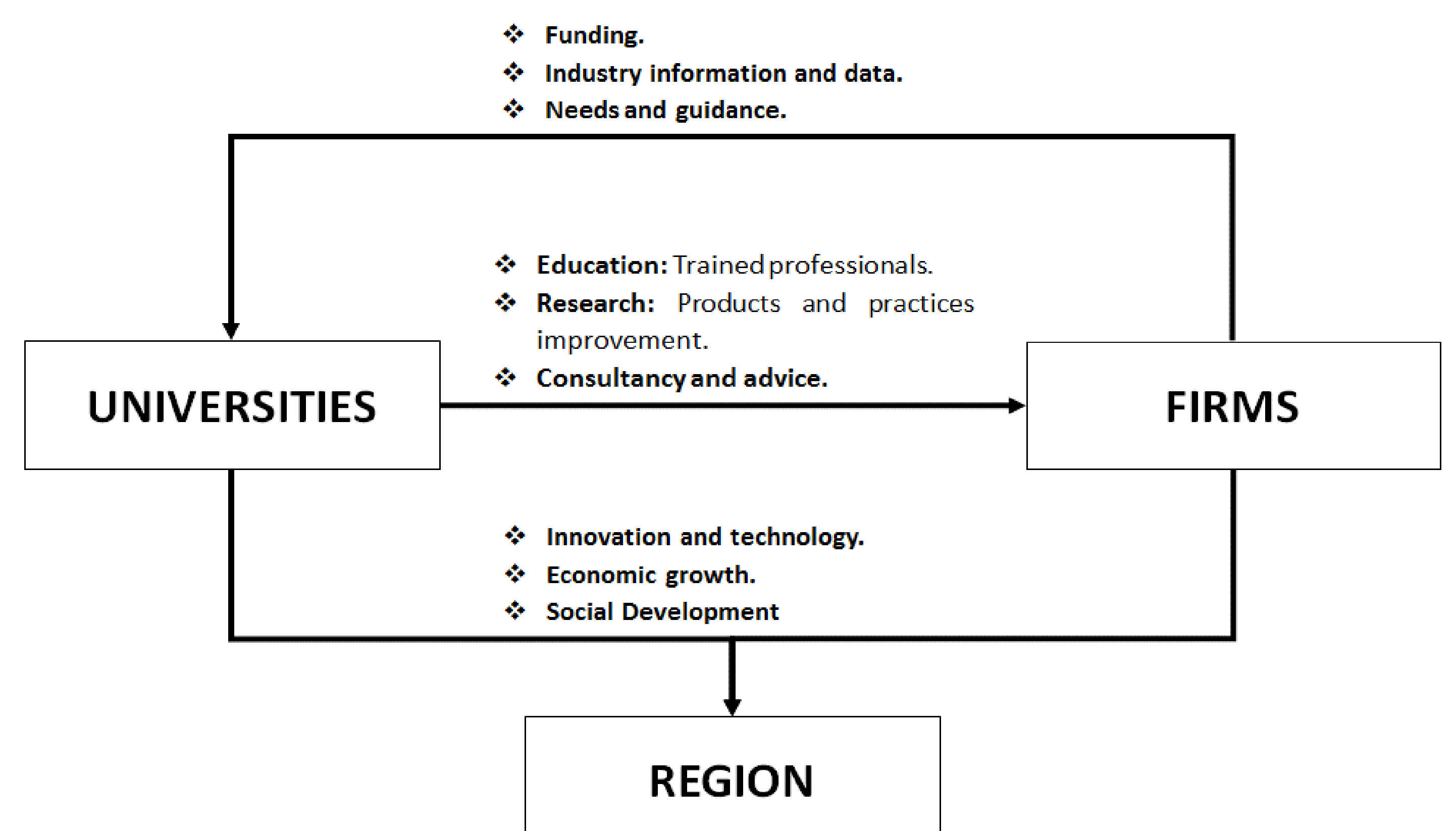
## Working Hypothesis

On one side, the collaboration with university should facilitate the innovation and development of products, practices and governance at the firm level, which would in turn lead to a higher performance. Additionally, this collaboration with university should facilitate the economic growth and social development of the regions where the interaction takes place.

## Research Questions

- ❖ Which are the causes or motivations of university-firm collaboration?
- ❖ Which are the types of university-firm collaboration? What mechanisms does this collaboration take place through?
- ❖ Which are the impacts of university-firm collaboration on firm performance?
- ❖ What set(s) of motivations and mechanisms lead to better impacts?
- ❖ How does university-firm collaboration enhance regional development?

## Conceptual Scheme



## Methodology

- ❖ Literature review and conceptualization of the motivations, types and impacts of university-firm collaboration.
- ❖ Multiple case study is used to analyse the development of university-firm collaboration in different contexts.
- ❖ Empirical study is conducted in order to analyse the impact of university-firm collaboration on firm performance in quantitative terms.

## Relevance

### Who will benefit from this research?

- ❖ *Firm Managers and Practitioners*, who want to understand how to improve firm competitiveness through innovation based on university-firm collaboration.
- ❖ *University Directives*, who want to address adequately the university-firm relationship and enhance the impact on regional development.
- ❖ *Regional Policy Makers*, who want to design and implement policies to enhance university-firm collaboration and translate it into economic growth and social welfare.



The Role of  
Universities in  
Innovation and  
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