

LAMBERT REVIEW of BUSINESS–UNIVERSITY COLLABORATION

1: Best Practice / Examples of Excellence

- Inter*Tradel*reland, in conjunction with the nine universities on the island of Ireland is supporting the development of an all-island research expertise portal known as expertiseireland.com.
 - [Expertiseireland.com](http://expertiseireland.com) will be the gateway to the island's knowledge base – the most advanced on-line portal of its kind in Europe. It will bring together innovators and those at the forefront of developing the knowledge economy, be they from a business or academic background.
 - It will provide in one searchable database up-to-date details of academic and business capabilities available North and South, technology transfer and collaborative opportunities. It will be the first point of contact for anyone seeking information on expertise across the spectrum of sectors and disciplines available on the island.
 - By providing a single access point, expertiseireland.com will encourage and facilitate industry/academic linkages and business-to-business connections. It will create enhanced consultancy and collaboration and help the island-wide and international business and research community tap into the world-class intellectual property available on the island.
- Inter*Tradel*reland's FUSION initiative is the first all-island network between industry and academia. FUSION facilitates knowledge and technology transfer across the island through the establishment of a cross-border network of contacts and channels between enterprise, third level institutions (knowledge centers) and graduates (knowledge carriers). Fusion is unique as it offers all parties the opportunity to collaborate together to develop innovative product and processes on behalf of the industry partner. FUSION is a similar concept to Teaching Company Schemes (TCS) however it brings together partners that are truly cross border and research development and product/process innovation are the outputs of any possible partnership. However research outputs in terms of development of research papers or projects in FUSION are not considered as part of the Research Assessment Exercise (RAE) which may act as a barrier to university involvement.
- Examples of International Best Practice are evident from the actions of many US universities particularly within the Silicon Valley area and in Europe through the development of Regional Innovation Systems. Flexibility portrayed by all partners being the key to collaborative excellence.

LAMBERT REVIEW of BUSINESS–UNIVERSITY COLLABORATION

2: Main Barriers

- In Northern Ireland, relatively small business research base providing limited opportunities for local business-university research collaboration.
- Limited opportunities for the licensing of advanced technologies from universities due to the limited number of technology based firms and the limited scale of the regional market.
- Academic structures can be quite rigid and inflexible to the requirements of industry.
- Diversity in the management policies for intellectual property can be an impediment to industry for the commercialisation of research.
- The provision for academic personnel to spend extended time in industry to gain a comprehensive understanding of industry requirements has been limited.
- To date, there has been little in the way of marketing academic expertise to industry although this will be addressed through the expertiseireland portal.
- Promotion for academic personnel has been traditionally based on research publications and teaching and learning – university industry collaboration has not been considered as a method of rising up the ranks of employment.

LAMBERT REVIEW of BUSINESS–UNIVERSITY COLLABORATION

3: Graduate / Post–Graduate Skills Issues

- Industry should be consulted on module development
- Industry should act as advisors to examination boards and module coordinators

LAMBERT REVIEW of BUSINESS–UNIVERSITY COLLABORATION

4: Finance and Tax Issues