

## A PROPOSED MODEL FOR MEASURING PERFORMANCE OF THE UNIVERSITY-INDUSTRY COLLABORATION IN OPEN INNOVATION

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### **Abstract:**

The article aims to presents the scientific approach of creating, testing and validation of a proposed model for measuring the performance for university-industry collaboration. The core idea of the design process is to valorize existing success factors, facilitators and opportunities (motivation factors, the channels of the knowledge transfer and the identified benefits) of the collaboration, and to diminish or to avoid the potential threats and barriers that could interfere to collaboration (supported by solutions for overcoming disadvantages or partnership problems). The adopted methodology has been differentiated from two perspectives: (1) a business model that reflects the university perspective together with an inventory of KPIs; (2) a performance measuring model (including criteria and KPIs), and an associated methodology that could support companies to increase collaboration in open innovation with universities. In addition, to operationalize the proposed model (facilitate the practical implementation), a tool has been created to identify potential sources of innovation and to suggest measures for their exploitation. The main contributions of the research refers to the extension of the knowledge in the field of university-industry collaboration in open innovation and to the practical usefulness of the performance measuring model and tool (tested and validated through a case study).

*Keywords: university, industry, collaboration, knowledge management, performance model*