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# UNIVERSITY LINKS FOR INDUSTRY ENGAGEMENT

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Opportunities, Models and Approaches for UK-East Asia  
Higher Education Partnerships to Deepen University  
Collaboration with Industry and Business Enterprise

By Research Consulting & KE Metrics

# UK EA SCOPING STUDY

## China, Indonesia, Hong Kong, Japan, Korea, Malaysia, Myanmar, Philippines, Taiwan, Thailand, Singapore and Vietnam

- Perspectives on the UK and East Asia context, developments and status in University-Industry engagement areas;
- Country specific assessments and overviews to inform the potential for partnership development; and
- Collaborative models and options to that have the potential to support partnership development between UK and East Asia universities.
- <https://www.britishcouncil.ph/programmes/education/university-links-industry-engagement>

# UK CONTEXT

- U-I is important to UK

  - For Government

    - Address challenges in the Industrial Strategy and Innovation aspirations
    - Underpin and leverage investment in all HE. Demand from industry is for research, problem solving, talent etc...

  - For HEIs

    - Lead to new contacts or new insights into research, improved reputation and the attraction of new research grants including PhDs
    - Core funding ensures universities develop different models
    - Students enhance their enterprise skills, employability.

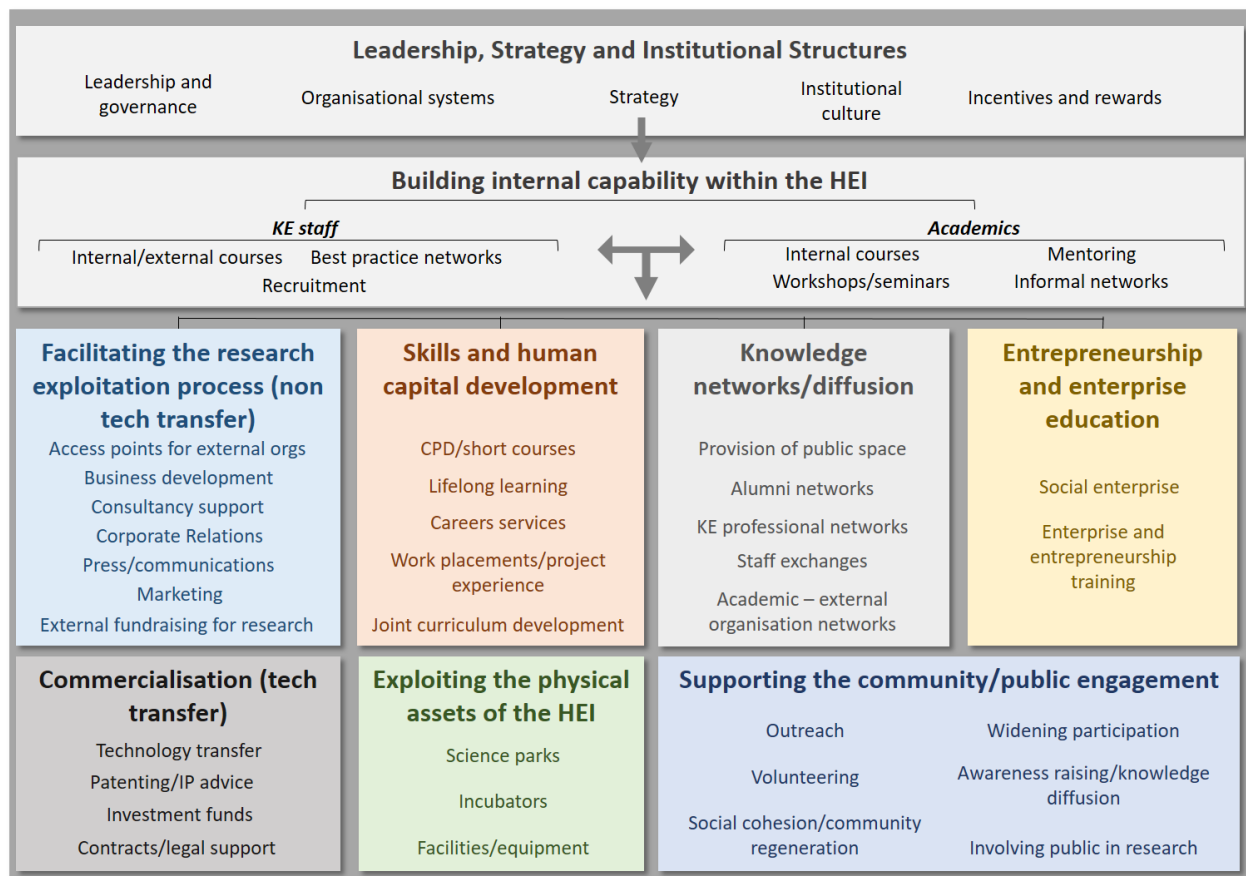
- U-I has been an area of policy focus for 20 years

  - Industry strategy
  - Metrics and funding scheme ensure performance and engagement.

# UK CONCEPTUAL FRAMEWORK FOR KNOWLEDGE EXCHANGE

A conceptual framework for knowledge exchange has underpinned policy reviews and development in the UK. Demonstrates how U-I both complements and underpins Research and Teaching.

Not to scale: tech transfer is <5% of volume!



*Conceptual Framework for Knowledge Exchange  
T Coates Ulrichsen 2017*

# EA CONTEXT - DEVELOPING GROUP

## Characteristics

- Elements of the R&D and innovation eco-system are developing, including university support structures
- Increasing investment in R&D and (for example) PhD training
- Local industry less R&D intensive, fewer researchers in industry (compared to academia)
- Some participate in the Newton Fund
- Limited evidence of mature networks supporting U-I good practice, and for collaboration

## Challenges/opportunities

- Developing experience and good practice, with new or embryonic networks
- Evolving in country funding and metrics to maximise outcomes
- Approaches to engaging industry partners (outreach) and developing trust
- Funding levels to support activity and sustain professional support
- Development of supporting guidance and leadership contexts for U-I activities, including technology transfer

# UK EA OPPORTUNITY FOR PARTNERSHIP DEVELOPMENT

## Capacity building measures

- Enhancing U - I capacity through doctoral training
- Developing skills for enterprise across industry
- University infrastructure to support U - I

# UK EA OPPORTUNITY FOR PARTNERSHIP DEVELOPMENT

## Developing business demand, aligned to sectoral approaches and open innovation

- Developing business demand for R&D and U-I engagement
- Sector or discipline-based partnership approaches
- Open innovation

# UK EA OPPORTUNITY FOR PARTNERSHIP DEVELOPMENT

## Policy engagement

Sharing knowledge and best practice in development of:

- Funding incentives
- Metrics: KEF (Knowledge Exchange Framework)
- Performance: HE Innovation Fund and REF (Research Excellence Framework)



## Context

- Strong macro-economy, improving innovation indicators
- International education links well established
- International partnerships (OECD, IPP, FIRST, HEEAP, VIIP, VCIC)
- Connecting Vietnam Innovation Network – academic connection
- NATIF - model of UK in 1995-2000 with STEM being focus

# VIETNAM

- Significant desire to develop innovation policy, but not always well coordinated
- Systemic challenges facing Vietnam are not ones easily solved by technology
- Improvements to the quality of teaching, and employability of graduates, through U-I partnerships
- TNE models can be a good foundation for U-I engagement.

# PARTNERSHIP APPROACH

- Adaptation of UK Knowledge Transfer Partnerships to address industry problems by forming partnership and embed a more knowledge intensive enterprise culture.
- Skills and leadership development through UK-VN HE partnership/TNE.
- Complement VN Innovation Network through study of UK National Centre for Universities and Business to enhance innovation performance and provide inputs for policy.

**=> UK – VN HE network would be a platform for U-I engagement in skills and leadership development and policy inputs**

# OPPORTUNITIES

## Formal Collaboration – Policy and Funding

- Specific schemes funded by UK and others to support UK-VN collaboration
  - Newton Fund, Global Challenge Research Fund (GCRF)
  - Potential involvement through other funding schemes via UK partner
  - Science and Innovation Networks
  - Specific funding/policy calls
- More to come as the UK leaves the EU...

# OPPORTUNITIES

## HEI Level Collaboration

- Existing UK-VN partnerships and collaborations (usually research/teaching/TNE based)
- Use existing relationship to ask questions – learn from good practice – develop the relationship
- UK HEIs can share strategy/policy for U-I
  - Set-up, resource and embed innovation office
  - Enhancing curriculum and research areas (including PhDs)
  - Academic reward and progression
  - UK-EA/VN Staff exchange

**THANK YOU**