

University of  
**Salford**  
MANCHESTER

School of the  
**Built Environment**



1896

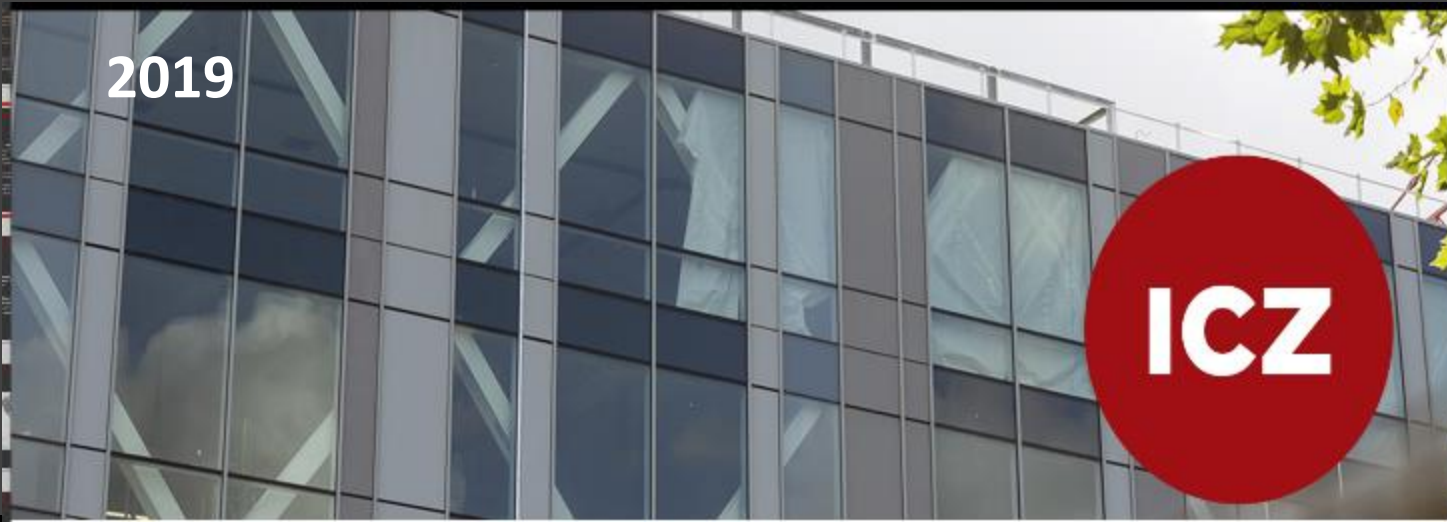


GUI Collaboration  
UK-Vietnam models

**Salford Industry Collaboration Zone**

**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



2019

**ICZ**

 **BRITISH  
COUNCIL**



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



# EXORDIUM

## GUI Vietnam-UK

- What **structural** factors are barriers to any GUI?
- What factors **motivates** the individual within universities to collaborate with industry?
- What factors **motivates** universities to collaborate with industry?
- What factors **motivates** industry to collaborate with universities?
- What are the roles of **culture** and trust in these relationships?



Professor Hisham Elkadi

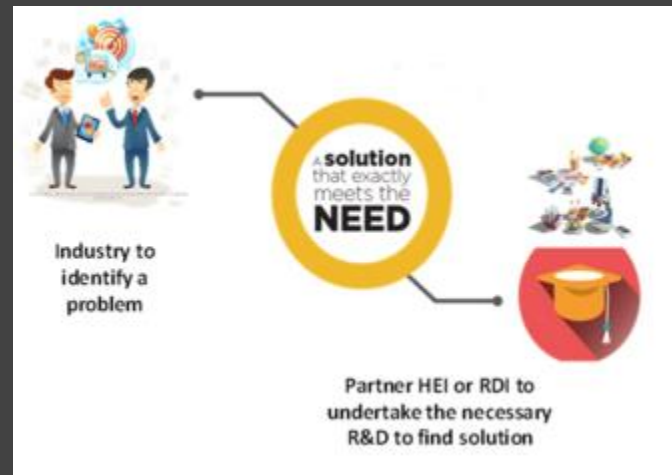
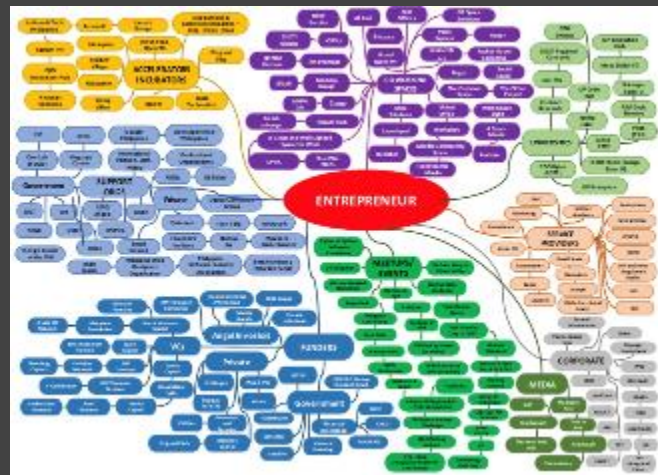
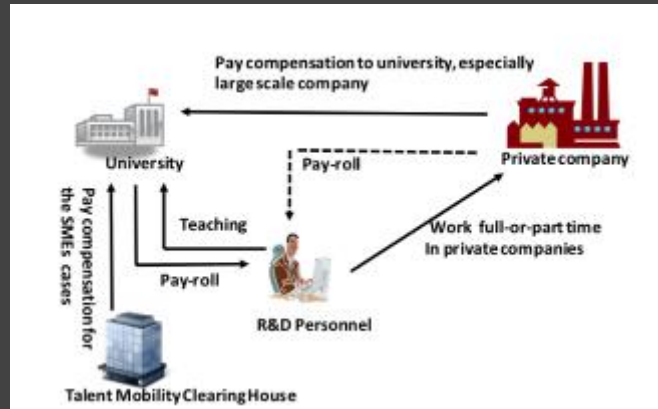
Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi





## National Context in SEA:

School of the  
**Built Environment**



Professor Hisham Elkadi

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

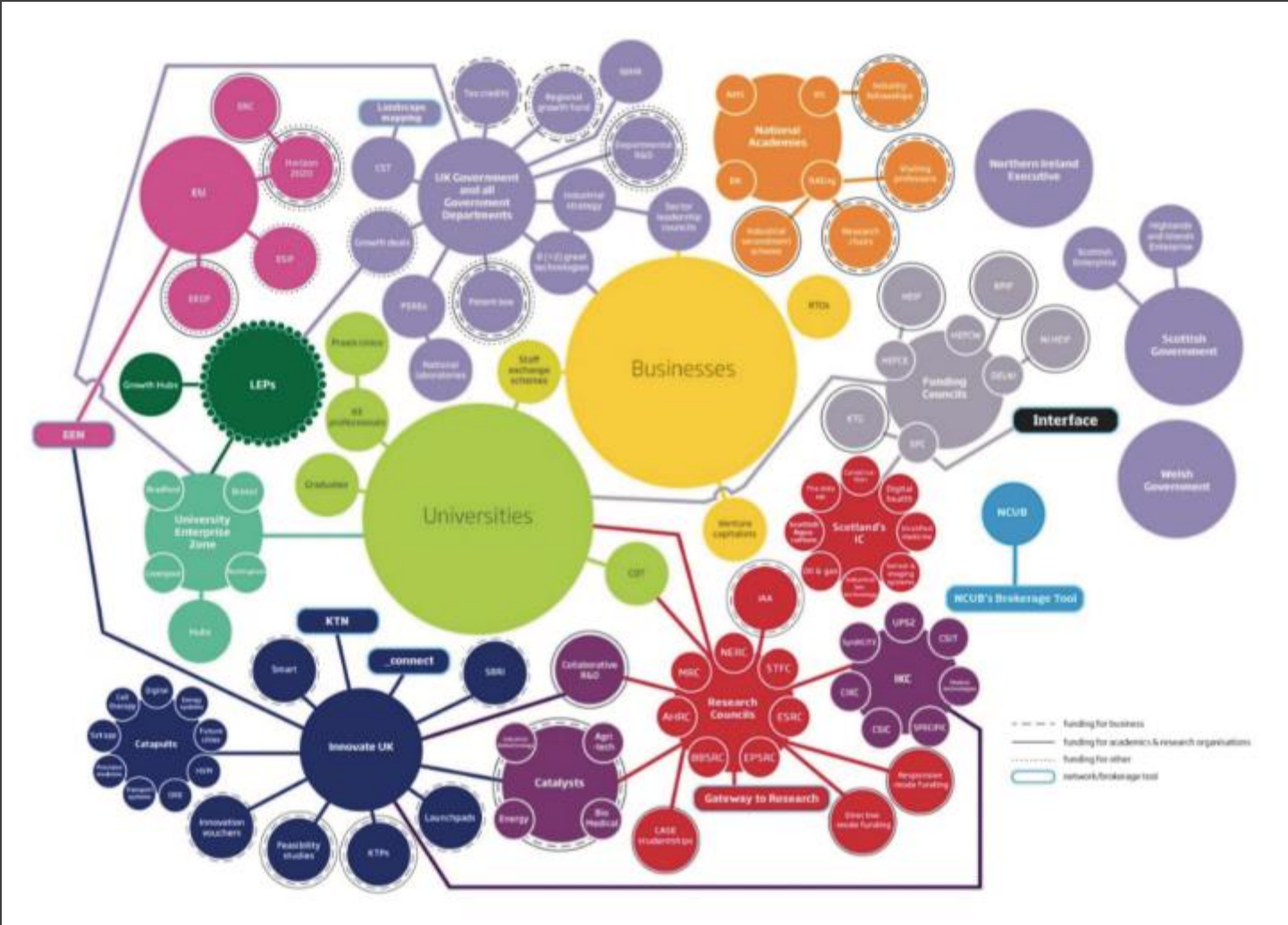
# National Context in UK:

School of the  
**Built Environment**



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



Source: [https://www.britishcouncil.ph/sites/default/files/scoping\\_report\\_final\\_rs\\_05112019.pdf](https://www.britishcouncil.ph/sites/default/files/scoping_report_final_rs_05112019.pdf)



## National Context: The National Innovation System

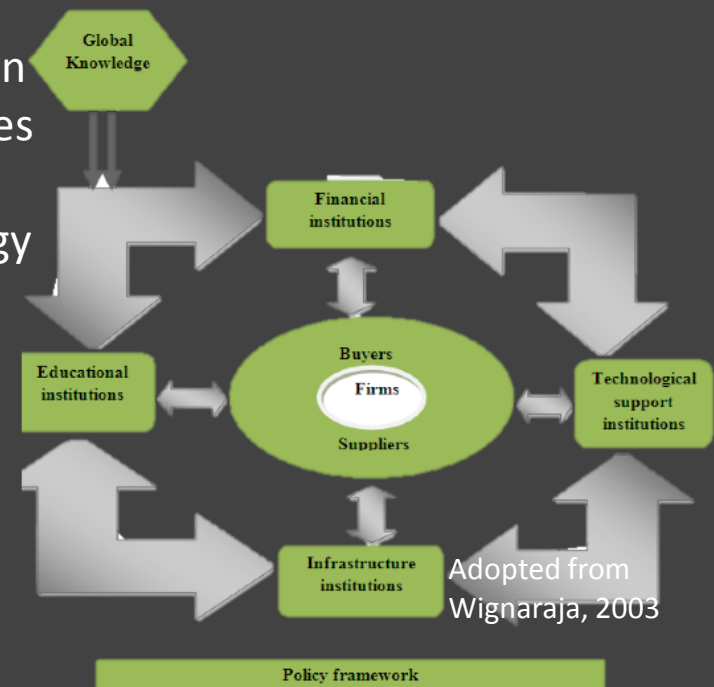
- Industrial strategy
- Support GUI growth in the scale and depth
- Provide underpinning resources
- Provide a brokerage role
- Create challenge-driven, leveraged funding opportunities
- Influence system-wide support
- Explore the potential for developing PhD programmers and encourage greater mobility
- Ensure alignment & coordination of the multiplicity of programmes



**Professor Hisham Elkadi**

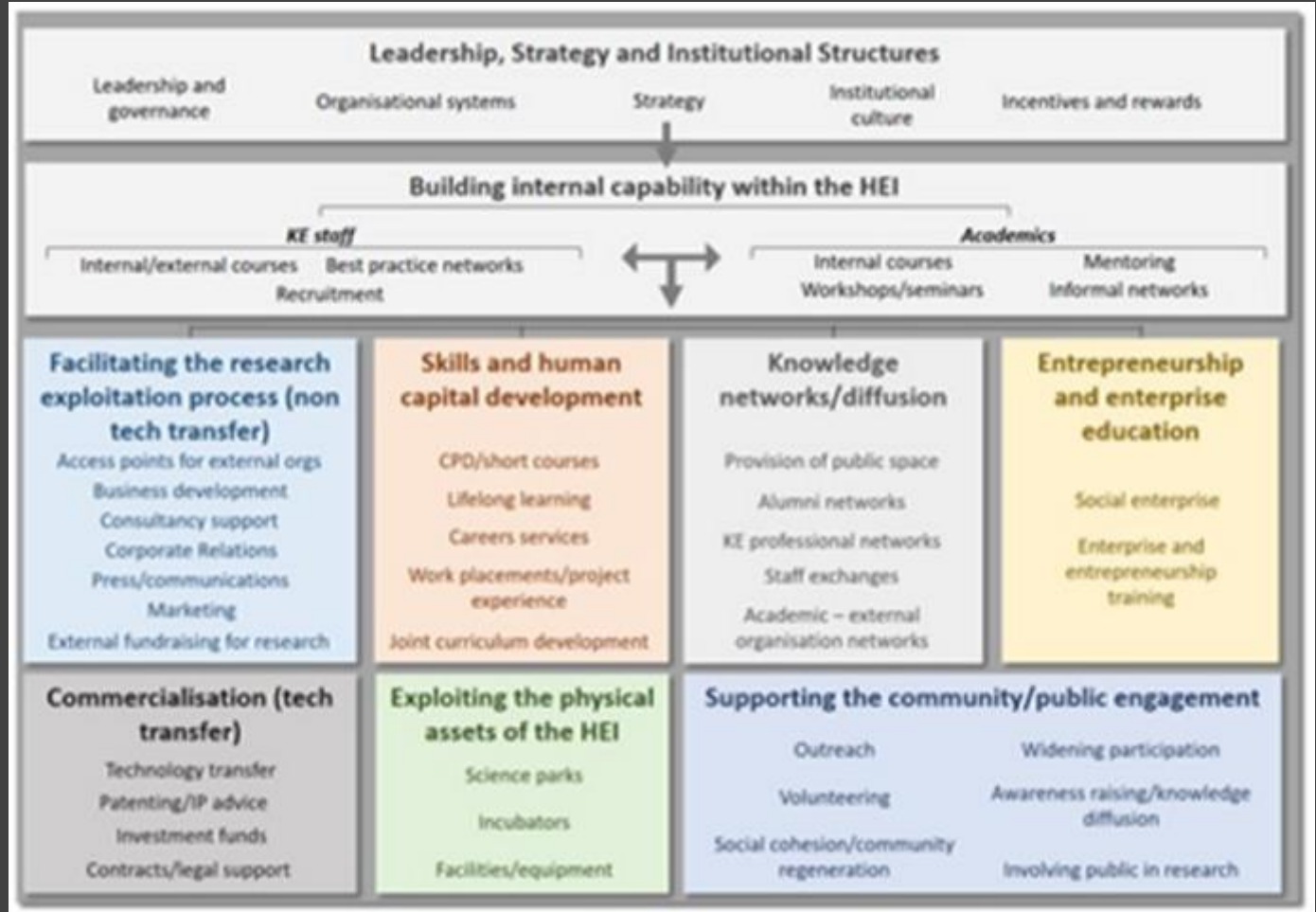
Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

Does Vietnam's National Technology Innovation Fund (NATIF) achieve These objectives?



## HEI Context: R&D Support

UK



Professor Hisham Elkadi

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



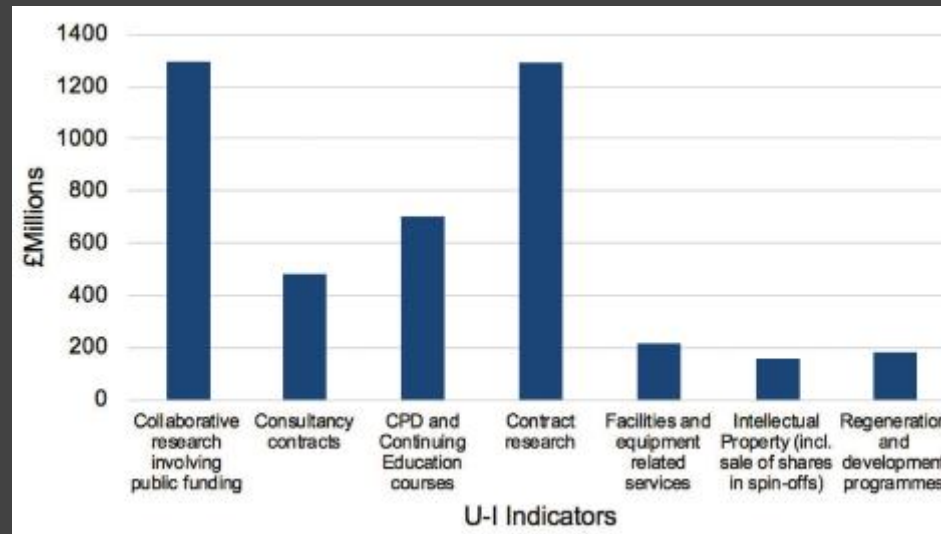
## Industry Context:

- Knowledge Partnership Initiatives
- Apprenticeship programmes
- Fractional appointments
- Honorary positions



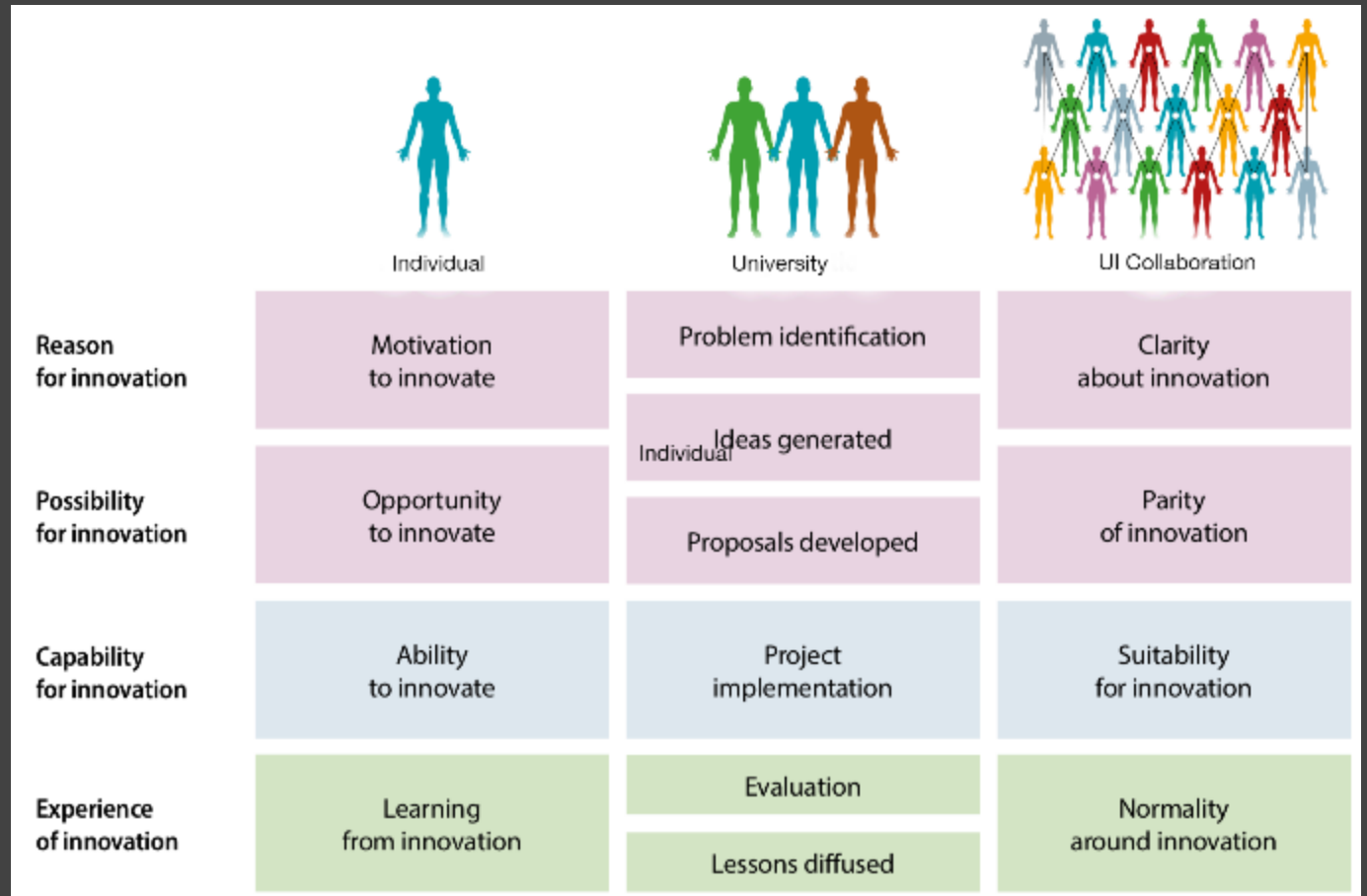
**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi





# Mapping GUI Maturity



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

# The Competitive Advantage of Nations – Porter's model

## The Diamond Model

Porter, 1990

### Government Strategy

Demand conditions

Institutions Firm Strategy and Rivalry

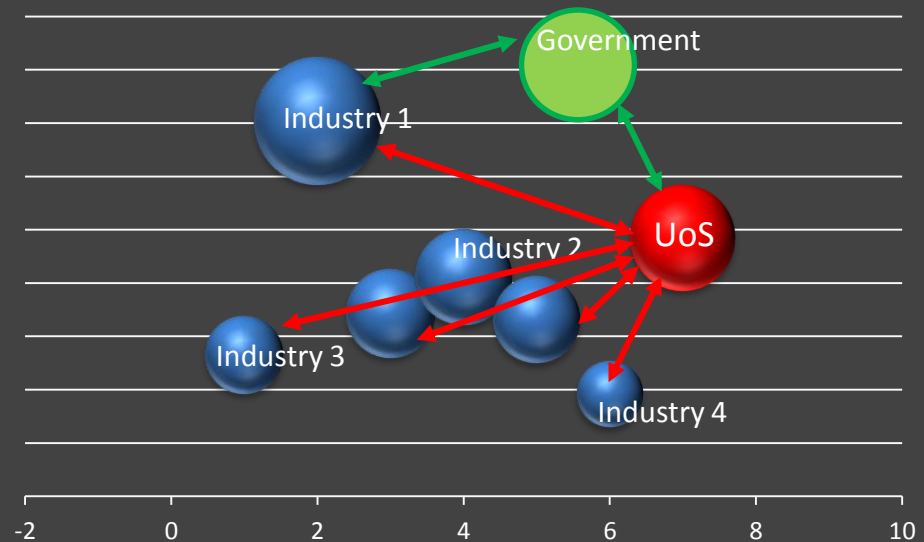
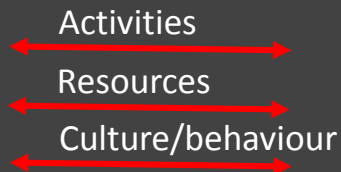
Related and Supporting Industry

Factor Conditions



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



## Motivation

- What Motivates the University
  - Diversification of funding
  - Identify and work on stimulating industrial challenges
  - Develop pathways to impact for research
  - Access cutting-edge facilities and equipment
  - Enrich student experience and recruitment opportunities



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

## Motivation

- What Motivates the Industry
  - Address longer term, larger and riskier
  - Provide stability for next generation technology
  - Access complementary capabilities and resources
  - Develop critical mass around innovation challenges
  - Invest in, and commit to, dedicated infrastructure
  - Achieve greater financial leverage on R&D investments
  - Reduce transaction costs of repeated and multiple projects
  - Reduce search costs for talent and knowledge in academia
  - Facilitate access to national and regional innovation systems



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



## Motivation

- What Motivates the Individuals
  - Personal promotion
  - Workload
  - Possible publications
  - Discretionary budget



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

Should these remain three distinct groups?

## Higher Values Partnerships

- Are for the longer term;
- Involve investments by all sides in developing deeper, and more strategic relationships;
- Involve commitments and buy-in by senior strategy leaders of the partner organisations;
- Exhibit some degree of selectivity on the part of the company and the university;
- Through strategic commitment, aim to achieve greater returns on partners' investments;
- Transcend any one project and individual.....??



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

## Effective Practices

- Exploring the value proposition and potential downsides;
- Initiating strategic partnerships;
  - GUI Strategy
- Nurturing and managing partnerships;
  - Structure
- Building resilience to deal with disruption and change;
  - Developed footprints
  - Impact
- Roles for government R&D funding agencies;
  - National Innovation system
  - British Council
  - .....



**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

## Conclusion

GUI should be part of a triple helix National Innovation System

GUI should be driven by contextual factors

Activities (competitiveness)

Resources

Culture



GUI is driven by motivational (possibly blurred) factors

Institutions

Industry

Individuals

GUI should aim for sustainable models

Maximise Impact

Manage disruption

BC Innovation funds

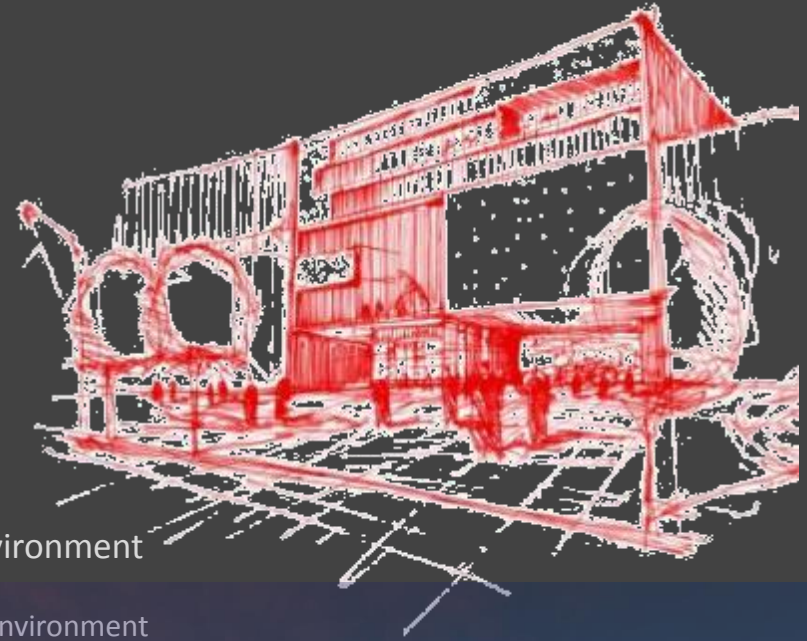
Mapping impacts

**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi



Thank you



Professor Hisham Elkadi

Dean – Architecture & the Built environment



[www.salford.ac.uk/built-environment](http://www.salford.ac.uk/built-environment)

[www.facebook.com/sobesalford](https://www.facebook.com/sobesalford)

@SoBE\_Salford

**Professor Hisham Elkadi**

Dean of the Built Environment  
University of Salford-Manchester  
@Hishamelkadi

