

Dear Reader,

I am pleased to send you an update of our project; however, I would like to begin by saying thank you to the participants of the faculty interview at Clemson University for their time, dedication and invaluable insight.

We interviewed 16 Clemson faculty members in order to learn about university-industry collaboration from the university's point of view. Performing these interviews was not only rewarding with respect to our project, it was also a pleasure to meet motivated faculty and to be introduced to the many diverse and fascinating fields of scientific research at Clemson.

This week we will finish the evaluation of the faculty interview and begin interviewing industry partners about their collaboration needs with the university. We are delighted that representatives from 14 different companies in bioengineering (5) and the manufacturing industry (9), located in the states of South Carolina, North Carolina, and Georgia, will be participating.

At the same time, we will continue our work on the classification of university-industry collaboration. We have already identified many different forms of what we call collaboration "containers".

Results of Faculty Interview:

The participants came from:

Mechanical Engineering (8)

Material Science (2)

Bioengineering (2)

University-Industry Interface (4)

A university-industry interface can be for example the Office of Technology Transfer or an Industrial Liaison Office. All 16 interviewees have industry collaborations and most of them (11) also engage in collaboration projects with other academic institutions. Very often multiple parties, from the industry and academia, are simultaneously involved in a collaboration project. Such partnerships are necessary in order to have the technical ability and the necessary resources.

Most of the interviewed faculty (10) primarily have collaborations with multi-national companies (MNCs), which might have local facilities. Only 3 interviewees collaborate with small and medium-sized enterprises (SMEs). Another 3 have equal collaborations with MNCs and SMEs (see Figure 1). All interviewees, but one, think it is important that SMEs engage more in collaborative relationships with the university. The faculty believes that SMEs do not have enough funds to collaborate with the university.

Size of Collaboration Companies

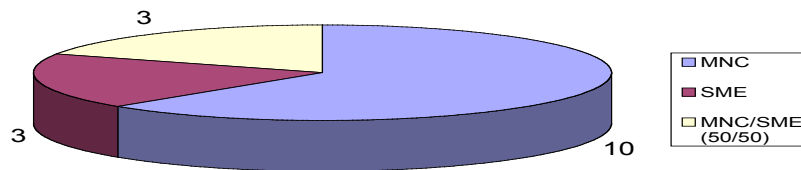


Figure 1: Size of Collaboration Companies

The interview helped us to find the key benefits university faculty seeks in collaboration with the industry. These are: 1.) funding 2.) student benefits and 3.) information.

It was also important to talk about the reasons that cause collaborations to fail (see Figure 2). The reasons mentioned were very often similar, which allowed us to cluster them:

Reasons for Collaboration Failure (number of times mentioned)

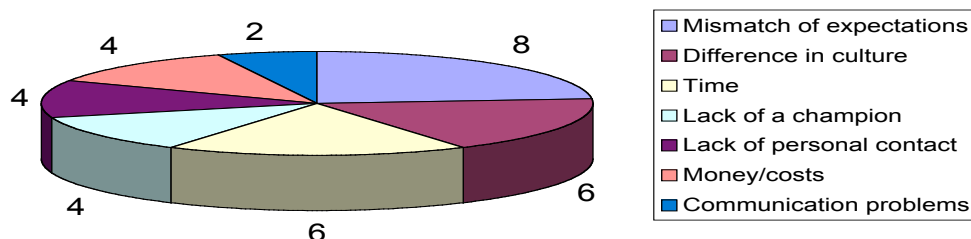


Figure: Reason that cause collaborations to fail

It is very important that we find ways to overcome these problems in order to make collaborations more successful. Some of the mentioned reasons are connected. In trying to build up a mutual understanding for the different cultures of the industry and university the mismatch of expectations might be overcome. By interviewing industry with respect to their needs and familiarize them with these problems we hope to be able to propose first steps in order to improve university-industry collaborations.

I hope you have found this newsletter interesting and informative. I will keep you posted on the outcomes of the industry interview.

Sincerely yours,

Martin Gunzenhauser

Feel free to forward this newsletter to colleagues or other interested parties. If you do not wish to receive this newsletter in the future or if you have ideas or suggestions, please e-mail me at: marting@student.ethz.ch