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Relationship initiation between universities and industry: best practice model

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Abstract
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Mass production makes products more affordable through economies of scale. A trade-off is that consumer choice is limited.

The emergence of new suppliers competing with mass producers provides the university with an opportunity to take a leading role to become the nexus for developing new products. Universities strength in knowledge and design based on science is a major advantage. One hurdle is the initiation and formation of new enduring working relationships in the fast-paced, super fluid environment we now live in.

What is the ideal way for university organisations to act as a nexus of collaboration with manufacturers?

To succeed, nexus organisations need to create competitive advantage by developing higher value relationships with suppliers and consumers.

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1. Assess the situation
2. Choose the best approach
3. Engage people and processes
4. Commit to start the project

Nexus of Collaboration

- The emergence of new suppliers competing with mass producers provides the university with an opportunity to take a leading role to become the nexus for developing new products.
- Universities strength in knowledge and design based on science is a major advantage.
- One hurdle is the initiation and formation of new enduring working relationships in the fast-paced, super fluid environment we now live in.
- What is the ideal way for university organisations to act as a nexus of collaboration with manufacturers?

Processes

Communication
Amount, Difficulty, Formality

Co-ordination
Procedures, Influences, Conflict Resolution

Interactions
Work, Resources, Assistance

Enduring Relationships
Communication, Co-operation, Collaboration

Outcomes

Functional
Mutual Understanding, Working Relationship (Co-operation, Collaboration)

Psycho-social
Principled Behaviour, Trust, Commitment