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**Relationship initiation between universities and industry: best practice model**

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Abstract
Poster only.

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Consumer Choice & Affordability

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

Technology Disruption

Additive manufacturing technology, like 3D printing, is enabling new types of supplier organisations such as collaborators, professionals, designers and end users to participate in manufacturing products. To succeed, nexus organisations need to create competitive advantage by developing higher value relationships with suppliers and consumers.

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
Trust

Outcomes

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

Psycho-social
Principled Behaviour, Trust, Commitment

Situation

Internal
Stakeholders, Strategy, Domains, Resources

External
Complexity, Turbulence

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

Relationship Initiation and Early Stage Development between Universities and Industry: Best Practice Model
by Adrian Tootell
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