

Business-Academia Nexus in Global Knowledge Economy

Assoc. Prof. Humayun Murshed

Abstract

The strategic partnership geared for meaningful collaboration between universities and industries has become inexorable with the rise of global knowledge economy. The core elements of this partnership, among others, include: industry support to promote action-research, and involving professionals in university's academic delivery and governance system. Business-academia engagement also aims at transforming the focus of research universities along with developing new body of knowledge allowing room for effectively dealing with socio-economic challenges. This calls for the need to make the 'chemistry' work for both university and industry through establishing clear connection between the knowledge growth environs of universities and the innovation driven culture of modern business entities. In most cases, such chemistry encounters challenges in creating a cohesive vision and developing strategies for having sustained and effective operational partnership between these two sectors. Attempt will be made in this key-note speech to provide an overview of the major initiatives took place in promoting university-industry engagements. In addition, it is expected to generate constructive discussions among the participants of the conference in order to facilitate development of a road-map for strengthening global knowledge economy through robust business-academia partnership.