Communication as a retarding business-university cooperation factor

Sylwia Sieracka¹, Marek Wirkus²
Gdańsk University of Technology, Poland

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ABSTRACT

The goal of the article is to show the possibilities of development (improvements) of the business-university cooperation on from the point of view of enterprises. Authors are looking for a balance enabling agile cooperation between the entities (business needs vs university capabilities). In this article the conditions of the cooperation from the point of view of an enterprise were analyzed. Entrepreneurs point to the passive attitude of the universities regarding cooperation, the lack of openness to the business needs or inquiries and low communication. On the other hand, scientists point out the problem of not getting any offers from entrepreneurs [Trzmielak, Grzegorczyk 2014]. The pandemic caused by the virus SARS-CoV2 has shown the weaknesses of enterprises in many sectors. The most common difficulties are communication problems with stakeholders. Businesses are working very quickly on finding new solutions which will facilitate communication and improve the flow of documentation. Works using new technologies have significantly accelerated. The ongoing COVID-19 pandemic has definitely inspired the new generation of crisis communication [Sellnow, Seeger, 2021]. The crisis has forced the creation of new schemes which will facilitate effective action. The chances of universities cooperating with businesses decreases with the available number of new solutions in the time of the communication crisis. Polish universities definitely miss the marketing orientation. According to businessmen the main barrier is the lack of offers and insufficient information flow. From the business point of view what is interesting is the experience of university employees in assessing the digitalisation of enterprises (Industry 4.0)⁴. There is a chance for a development of such cooperation. Time and economic results become important business factors.

Keywords: