UNIVERSITY INDUSTRY LINKAGES: NEED, CHALLENGES AND ENABLERS OF UNIVERSITY SPINOFFS

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ABSTRACT
The idea that universities should go beyond education and research and undertake a third mission of direct interaction and contribution to the industry has found increased attention in past decade. This direct interaction and contribution in the form of university spinoffs provides a win-win situation for both universities as well as the industry. However, it is not easy to manage these university start-ups. This paper makes an attempt to explore the challenges faced by university spinoffs and present incubators as a potential enabler to overcome such challenges. The study identifies some of the important challenges that university spinoffs face such as product development, technology push problem, finances, market uncertainty, human capital and business strategy.

KEY WORDS: university industry linkages, spin-offs, product development, technology, human capital.

References


