



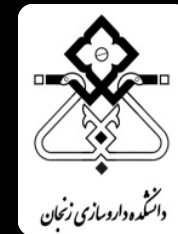
دانشگاه ارومیزی زنجان

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



کمیته دانشجویی مرکز تحقیقات علوم دارویی
دانشگاه علوم پزشکی زنجان
IPharmS

University as an Engine of Innovation and Entrepreneurship



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Overview



- What is a modern university?
- What is entrepreneurship?
- Who is an entrepreneur?
- What are obstacles and solutions?

Where is a University?



- A place or a concept?
- A goal or a pathway?
- Is a VALUE or Creates VALUE?

- New Concept of

UNIVERSITY

- What we EXPECT from a university?

Sustainable Development
Globalization

- Four Generations of Universities

EDUCATION to **RESEARCH** to **SKILL** to **IMPACT**

Developments in University Operations



- Traditional tasks: education and research
- Third task: societal interaction and influence
 - More activities outwards
 - Being change agent
 - Demand for national, regional, and global development
 - Demand to utilise the research outcome better
- Fourth task:
 - Business and Innovation Development (BID)
 1. Knowledge Management
 2. Knowledge Exchange
 3. Technology Transfer
 4. Business Development

Six Main Characters of a Modern University



- Social Interaction and Impact
- Responsibility Taking
- Development-Oriented
- Flexible
- A Learning Environment
- An Independent and Self-governing Structure

Relying on the Social Resources

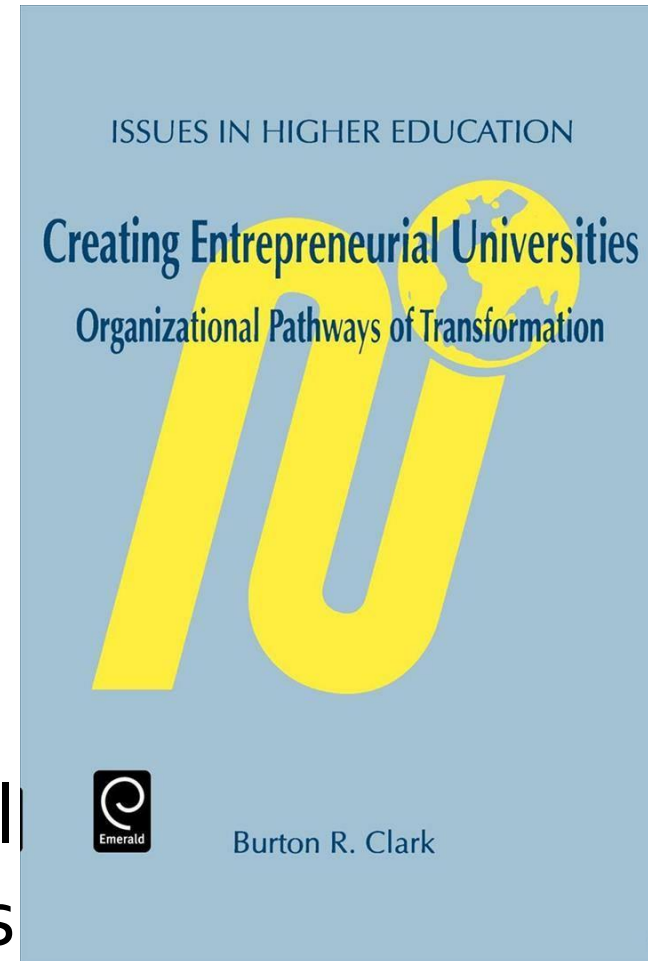


- Historical background
- Culture
- Social Interactions
- Talents
- Intelligence
- Networking
- Sympathy

Entrepreneurial University



- History
 - 1990s by Burton Clark
- Enterprise Management
- Project Teams
- Research Groups
- Agile Institution
- Dynamic Organization
- A HYBRID of Professional and Management Concepts

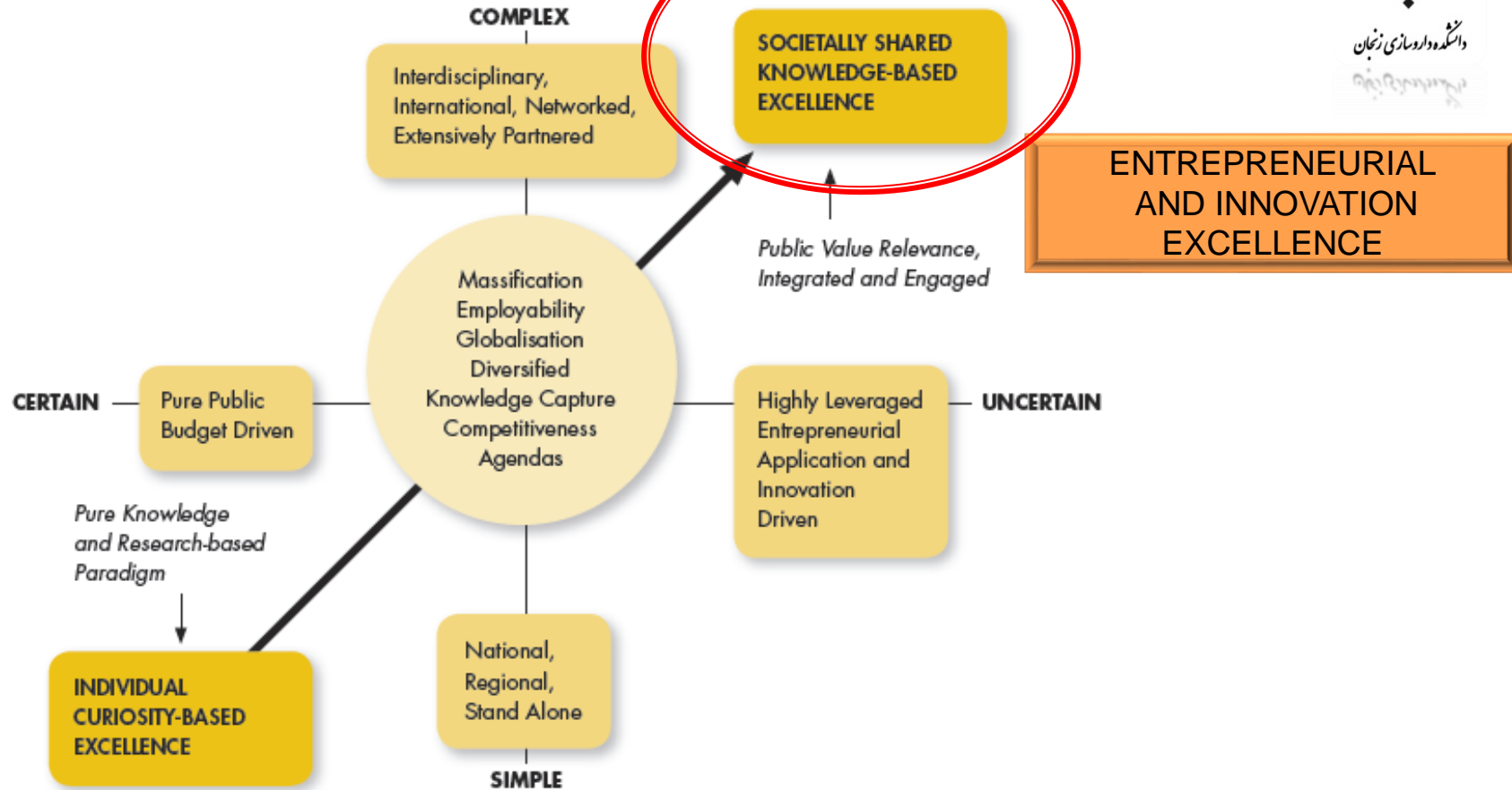


Definition of UNESCO for a 21st Century University



“A university is a place where the entrepreneurial skills are developed in higher education for the improvement of the capabilities of the graduates and transforming them to the entrepreneurs.”

FIGURE 1 - THE CHANGING UNIVERSITY PARADIGM



Acknowledgements to Professor Antti Paasio of the University of Turku Finland who provided the germ of the idea. While the arrows on the Simple/Complex and Certain/Uncertain matrix point in one direction it is possible for a university to move from any one segment to another.

BID Objectives



- **Awareness** and understanding of the relevance of entrepreneurship and innovations across the university
- Higher quality and quantity of knowledge-intensive innovations
- More **effective usage** of science in business
- **Improved/wider professional relevance** of academic degrees
- To **build a strong link** between world class innovative research and creation of high-growth knowledge-based businesses
- To increase the **quality and quantity of new business deal flow** in the region and to accelerate growth
- To improve the link between innovative research and **venture financing** organisations

BID activities



- **Awareness program and road show**
- **Targeted Entrepreneurship & Innovation education**
 - Basic degrees, Master Programs, Post-Graduates
- Applied research: **cross-disciplinary** from the very beginning
- **PhD+MBA**
- **Business Development Laboratory**
- **Growth Laboratory**

Challenges



- Keeping it open !
- Attitude and mindset
- Creating entrepreneurial teams
- Moving away from patent emphasis
- Gap of knowledge by academics & industrialists about each other's organisational cultures
- Academic ranking and reward systems do not support university-industry cooperation or entrepreneurial development within universities
- Disruptive technologies and difficulties to identify the high-flyers !!!

ENTREPRENEURSHIP



- ❖ Identify a need or opportunity
- ❖ Create a solution - Innovation
- ❖ Implement solution to create value

ENTREPRENEURSHIP: THE ART AND SCIENCE OF BUILDING VALUE



➤ **ART:**

- **CREATIVITY**
- **ENERGY**
- **FEEL**
- **INSIGHT**

➤ **SCIENCE:**

- **ANALYSIS**
- **DISCIPLINE**
- **SYSTEMATIC APPROACH**

Who are entrepreneurs?



- Common traits
 - Original thinkers
 - Risk takers
 - Take responsibility for own actions
 - Feel competent and capable
 - Set high goals and enjoy working toward them

- Common traits
 - Self employed parents
 - Firstborns
 - Between 30-50 years old
 - Well educated – 80% have college degree and 1/3 have a graduate level degree

Characteristics of Entrepreneurs



Key Personal
Attributes

Strong Management
Competencies

Good Technical Skills



Successful
Entrepreneurs

Key Personal Attributes



- **Entrepreneurs are Made, Not Born!**
 - Many of these key attributes are developed early in life, with the family environment playing an important role
 - Entrepreneurs tend to have had self employed parents who tend to support and encourage independence, achievement, and responsibility
 - Firstborns tend to have more entrepreneurial attributes because they receive more attention, have to forge their own way, thus creating higher self-confidence

Key Personal Attributes (cont.)



■ Need for Achievement

- A person's desire either for excellence or to succeed in competitive situations
- High achievers take responsibility for attaining their goals, set moderately difficult goals, and want immediate feedback on their performance
- Success is measured in terms of what those efforts have accomplished

Key Personal Attributes (cont.)



- Desire for Independence
 - Entrepreneurs often seek independence from others
 - As a result, they generally aren't motivated to perform well in large, bureaucratic organizations
 - Entrepreneurs have internal drive, are confident in their own abilities, and possess a great deal of self-respect

Key Personal Attributes (cont.)



■ Self-Confidence

- Because of the high risks involved in running an entrepreneurial organization, having an “upbeat” and self-confident attitude is essential
- A successful track record leads to improved self-confidence and self-esteem
- Self-confidence enables that person to be optimistic in representing the firm to employees and customers alike

Key Personal Attributes (cont.)



- Self-Sacrifice

- Essential
- Success has a high price, and entrepreneurs have to be willing to sacrifice certain things

Technical Proficiency



- Many entrepreneurs demonstrate strong technical skills, typically bringing some related experience to their business venture
- For example, successful car dealers usually have lots of technical knowledge about selling and servicing automobiles before opening their dealerships
- Especially important in the computer industry
- NOT ALWAYS NECESSARY

Planning



- Business Plan – A step-by-step outline of how an entrepreneur or the owner of an enterprise expects to turn ideas into reality.

Teaching Entrepreneurship



- Knowledge, Skills, Insight
- Teaching Environment
- Teaching Goals
- Teaching Methodologies

Teaching Goals in Entrepreneurship



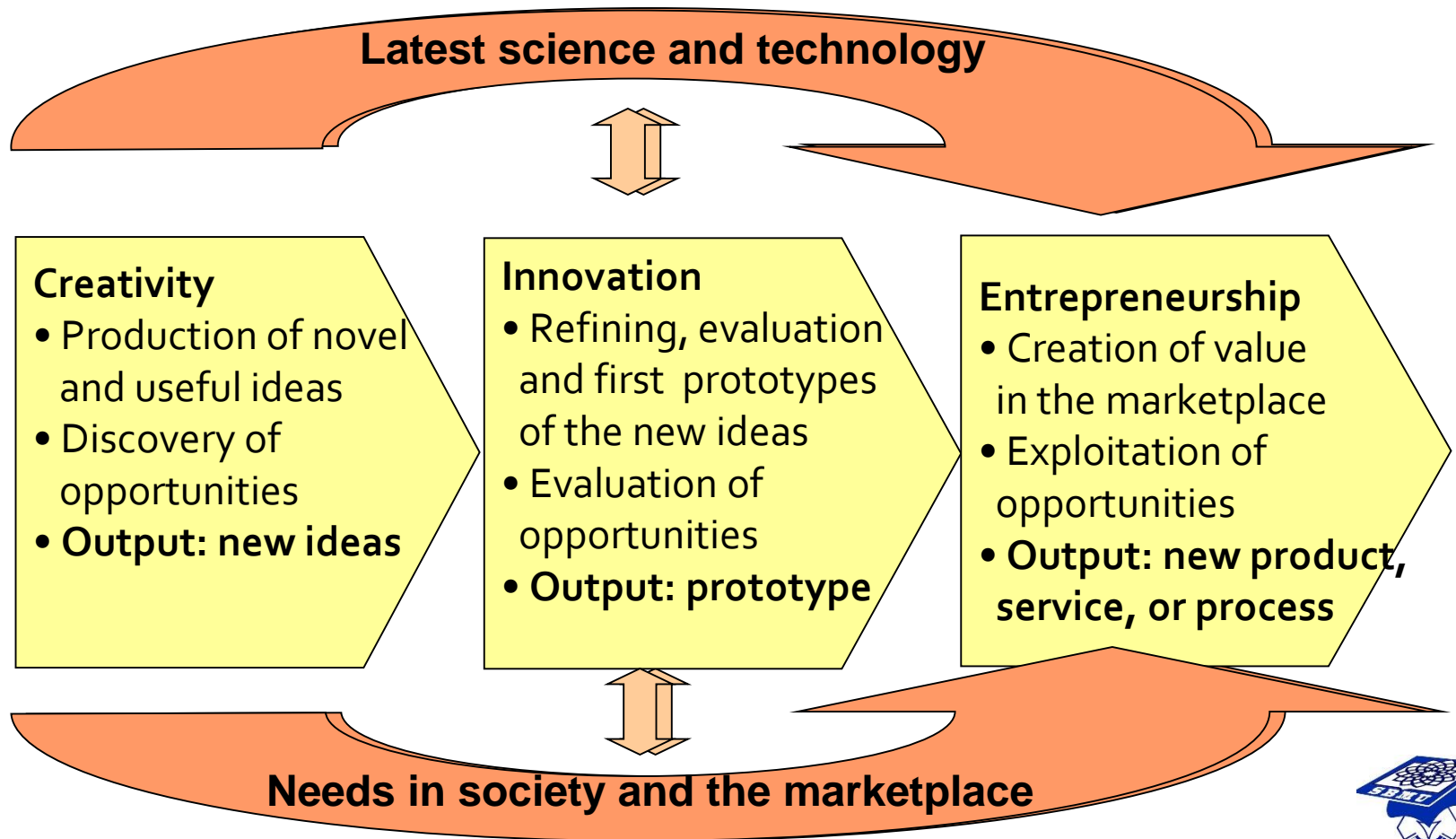
- Ability build up
- Defining the problems and problem-solving motivation
- Recognizing talents
- Strengthening personal attitudes
- Inducing the desire and ability to accept changes

Education of Entrepreneurship in Universities



- Entrepreneurship and individuals
- Entrepreneurship and organization
- Entrepreneurship and environment

The Creativity-Innovation-Entrepreneurship Chain



Knowledge-based Economy



- Knowledge vs. Science
- Knowledge vs. Skill
- Knowledge vs. Talent

Characteristics

- Value
- Opportunity
- Time
- Resources
- Road-to-Success

Obstacles of Entrepreneurship in Iranian Universities



- Lack of a national paradigm
- Lack of plan
- Lack of a responsible organization
- The separation between the universities and government policy-making process
- The separation between the universities and industries
- Lack of resources in universities
- CERTIFICATE dilemma
- Socio-cultural problems: historical dilemma
- A poorly developed Business space in Iran
- Managers' beliefs

Solutions



- It should be started from families.
- A National Entrepreneurship Policy is SERIOUSLY needed.
- SERIOUS changes in general education programs are needed.
- SERIOUS changes in University programs are needed.
- SERIOUS changes in beliefs and attitudes of policy-makers are needed.
- SERIOUS changes in business atmospheres are needed.

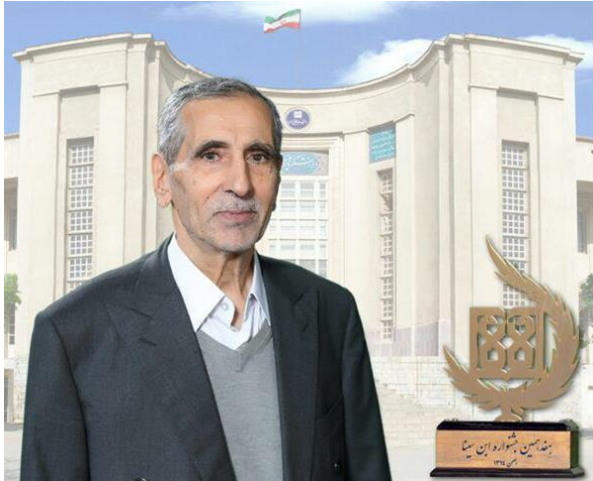


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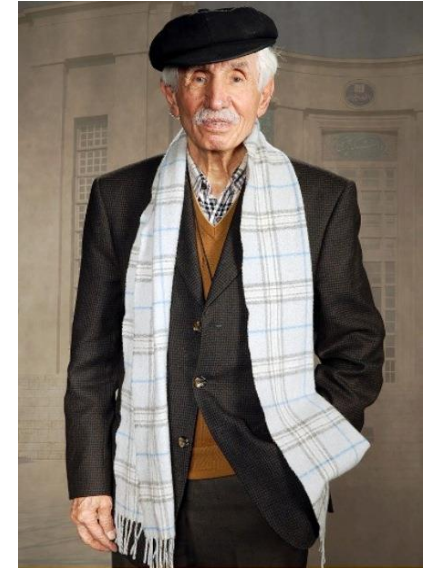
امروزه، برخی دانشگاه‌های معتبر جهان وادار شده اند از نظام‌های مدیریتی سازمانی استفاده کنند. این موضوع دانشگاه‌ها را از حالت مکان‌های سنتی خودمختار خارج و تا حدودی به بنگاه‌های کسب و کار تبدیل کرده است. اکنون اعتقاد مبنی بر دانش ذاتاً با ارزش و قابل تحقق در برج عاج آکادمی رنگ باخته است. به تعبیری، انزوای با شکوه نظام دانشگاهی رو به پایان بوده و ایده مقدس انگاری و تغییر ناپذیری دانشگاه در حال تضعیف است. دانشگاه‌های غرب همانند بنگاه‌های تجاری برای جذب دانشجو، استاد و اعتبارات با هم رقابت می‌کنند و دانشگاه‌ها و دانشکده‌ها چهره مدیریتی تری نسبت به گذشته، به خود می‌گیرند. در واقع، تیلوریسم آکادمیک در مدیریت دانشگاه و رواج نوعی رفتار سازمانی در حال گسترش است. بر اساس شواهد مذکور، امکان نابودی و اضمحلال شکلی، فیزیکی، کارکردی یا ماهیتی دانشگاه‌ها وجود دارد.

رضا مهدی و مسعود شفیعی: نقش آفرینی و ظرفیت‌سازی دانشگاه‌های نسل
~ چهارم برای توسعه محلی و منطقه‌ای؛ فصلنامه صنعت و دانشگاه، سال دهم، شماره
ی ۳۵ و ۳۶، بهار و تابستان ۱۳۹۶





تا نگویند که از یاد فراموشانند



یادشان زمزمه نیمه شب مستان باد