Academic Research Centers and Industry

An Odd Couple that could be ideal.

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Knowledge

• Creation
• Dissemination
• Utilization
ARC: Academic Research Center

• Part of a University
  – (Some ARC are at Industries)

• Must follow University culture
  – Reward structure
    • Publications
    • Funding
  – Resources
    • Students
    • Funding for research
Industry

• Culture
  – Develop products that are useful

• Resources
  – Funds
  – Knowledge
    • People
Good Relationships

• Mutual Respect
• Good understanding of roles
• Willingness to make it work
Difficulties

• Universities getting into business
• Industry looks at ARC as an inexpensive source of people.
Ideal Situation

• ARC work with Industry to understand long term ‘Real’ problems.
• Industry looks at ARC for long-term knowledge.
• Knowledge transfer takes place through ‘people’
Motivators for Academicians and Industrial People

• Ego
• Greed
Opportunity

- Synergistic mission
- Real complementary missions
Can the marriage work?

• Yes
• But, it is not given.
• Depends on who get into the marriage and what their commitment is.