

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.