

## Run of the panel discussion

### Universities, SME's and Knowledge Management (S2)

**SOŇA FERENČIKOVÁ**  
moderator

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Panelists

**Abstract:** In order to introduce the key topic of the workshop – the collaboration between business and academia, Seminar 2 was organized in a panel discussion format. Three representatives of business and two university professors. Below we introduce the key elements of their introductory speeches and outline their discussion with audience.

**Keywords:** University mission, Collaborative learning, Causal loops, Optimal learning strategy, Business-university partnership

#### Structure of the panel discussion and its main topics

During the first 35minutes every panelist briefly introduced his point of view of the relationship between universities, small and medium enterprises and Knowledge Management. They were asked to prepare short PowerPoint presentations on their recent research in the given area. There were no specific instructions about their talk's particulars. The result was a very interesting mixture that demonstrated the variety of opinions and concepts.

Prof. **Arthur Rubens** introduced the concept of **Entrepreneurial University**. The concept represents the enrichment of two traditional university roles: education and research. The university is here understood as an entrepreneur selling its knowledge. In can be done by the expansion of its historical role – it can prepare specific courses and programs tailored to the business needs and/or accomplish research according to business' specification. These activities bring various benefits to the universities from a financial profit to the reflection of these needs in their study programs.

Dr. **Lenka Šablatúrová** spoke about her experience with such business-tailored courses. She stressed the importance of **Collaborative Learning**. Its key is mutual understanding of needs of both instructors and students. She presented a model of building it. The collaboration must from the very first contact. The students become coauthors of the course content and collaborate on its teaching and learning methodology. Their education is flexible and highly interactive. The goal of teaching is the full comprehension of the learned material rather than its amount.

Dr. **Fridrich Rác z** presented **Causal Loop Diagrams as a tool of Organizational Learning**. He showed that theoretical concepts can be successfully exploited for improving organizational culture. Using Causal Loops, the company's activity and relationships are

mapped. The map can then be used for the identification by sources of drawbacks – and exploited for their diminishing.

**Michal Rosík** showed a partially opposite example. Using big data processing of the virtual classroom students', he identified their behavioral patterns during their online education. Some of them result in the successful course completion, others do not. By **Education 4.0** he denoted the application of the findings that might serve as a set of recommendations to the university students. Their application could reduce the number of students' individual failures and, consequently, the university dropout rate.

Finally, Prof. **Jozef Hvorecký** analyzed the mechanisms **Organizing the collaboration between universities and SME's**. He stressed three aspects: Connecting relevant individuals, building working conditions for them and appreciating their efforts. He pointed to the fact that Prof. Rubens' idea of entrepreneurial university faces many challenges in Slovakia due to its conservative atmosphere and low appreciation of changes.

After these speeches, the panelists reacted to their partners' contributions. Each reaction was limited to five minutes and helped to eliminate minor differences in their opinions. In principle, all of them supported the idea of entrepreneurial university as a progressive university model.

Then, the audience was invited to participate in discussion. The participants pointed to the importance of a business-university partnership. Many of them expressed their disappointment about the negative attitude of the Slovak Accreditation Commission which do not value such partnership in its university evaluations. They also appreciated the format of panel and expressed their desire to organize similar panel discussion at other scientific events organized by Vysoká škola manažmentu.

Jozef Hvorecký

Co-chair