

„Fourth Generation” Universities and Regional Development

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The Structure of the Presentation

- Universities and competitiveness
- The potential effects of universities on economic development
- “Fourth Generation” universities
- The components of an internationally successful university



The Main Question

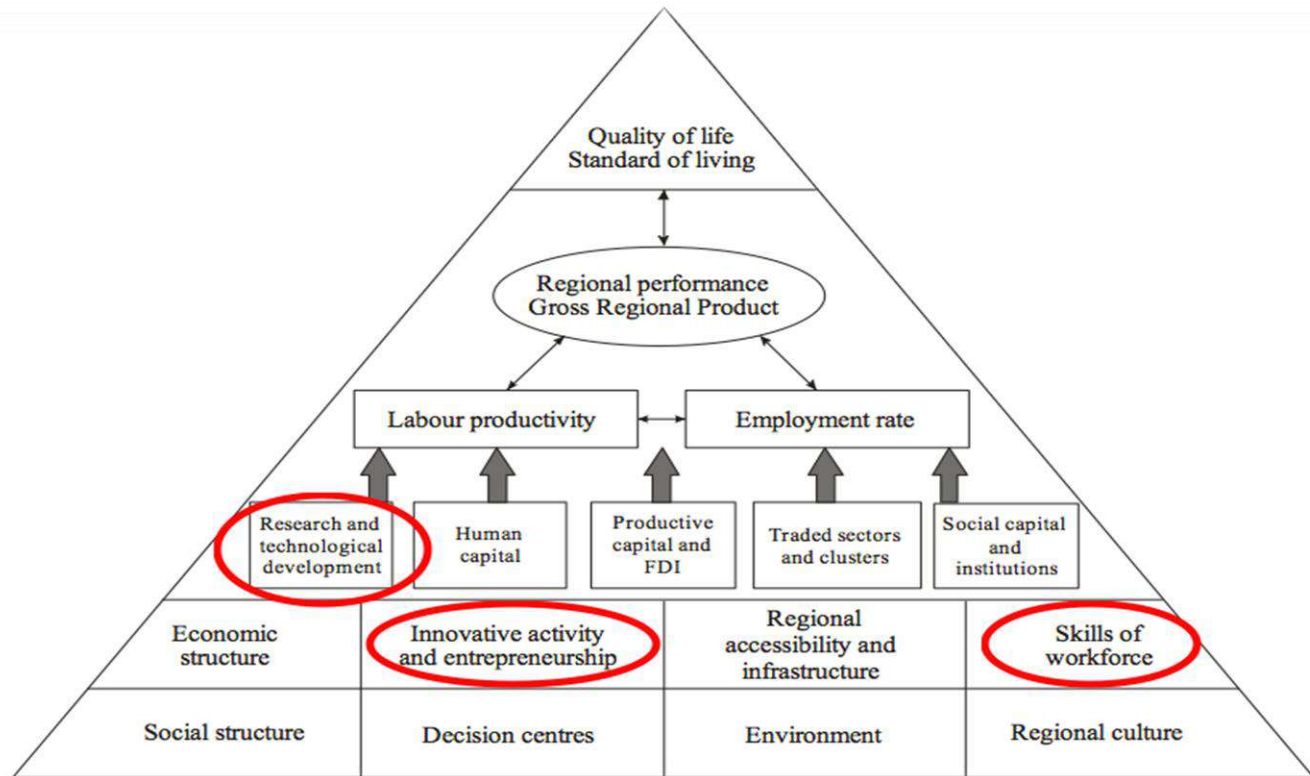
What can the universities do (by representing active or passive behavior) for the purpose of enhancing regional competitiveness?

Universities and Competitiveness

„The ability of companies, industries, regions, nations and supra-national regions to generate, while being exposed to international competition, relatively high income and employment levels”

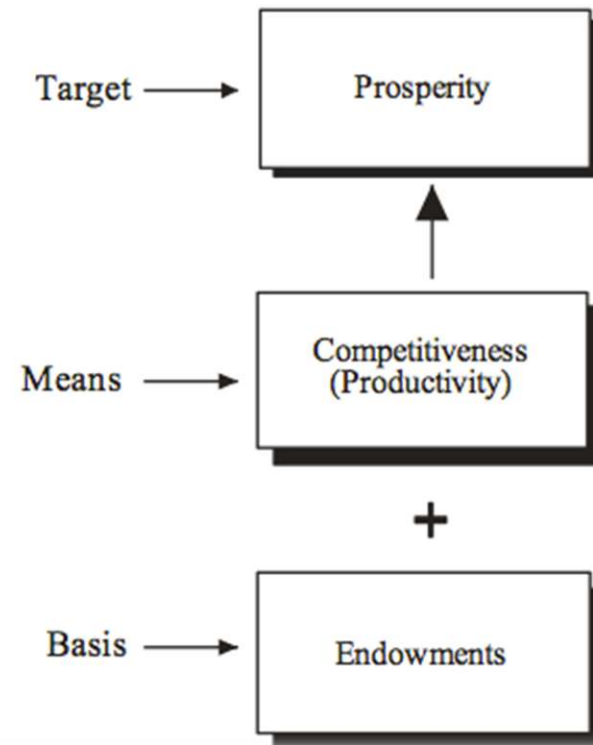
(EC (1999): Sixth Periodic Report on the Social and Economic Situation and Development of Regions in the European Union. European Commission, Luxembourg. p. 75.)

The Pyramid Model of Competitiveness



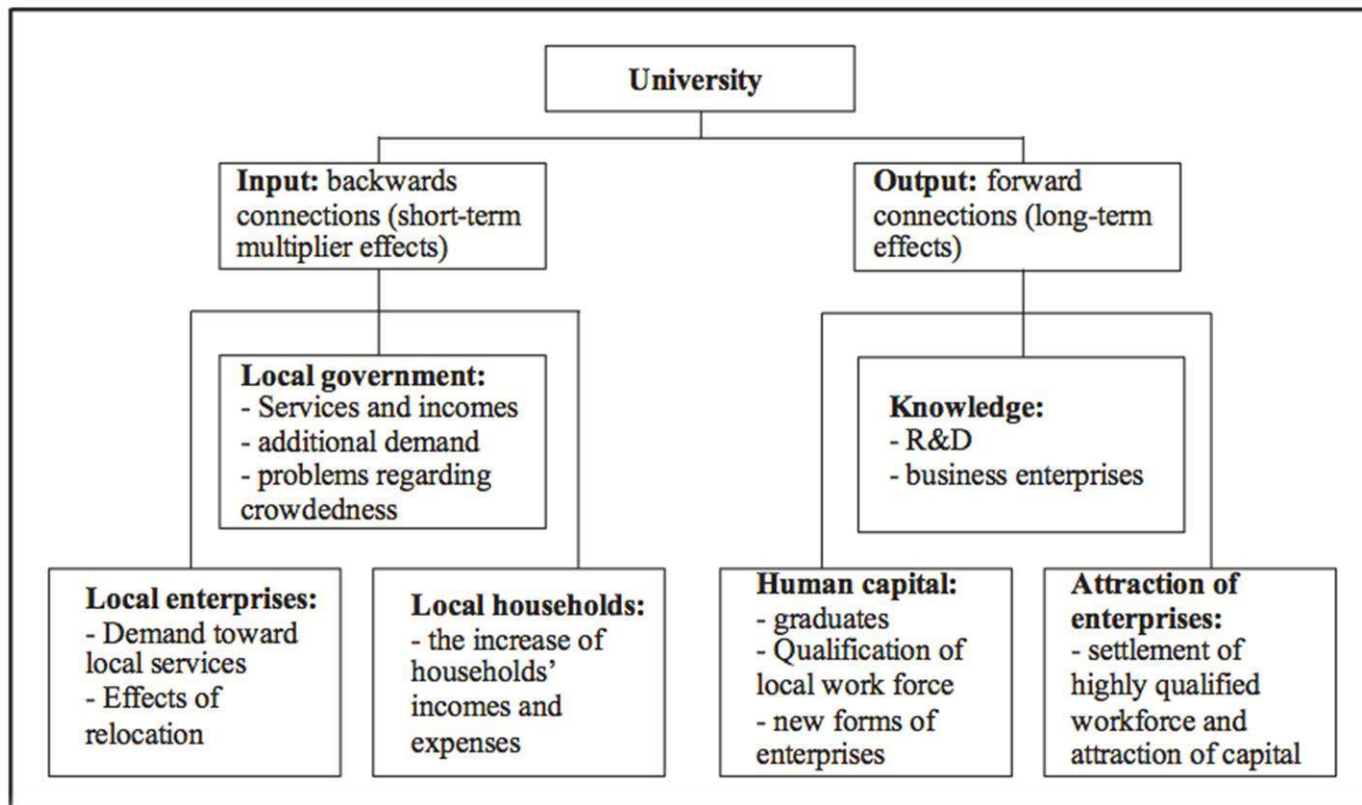
Source: Lengyel I. (2000): A regionális versenyképességről. Közgazdasági Szemle, 12, pp. 962-987.

The Structure of Regional Economic Development



Source: Porter, M. E. – Stern, S. (2001): National Innovative Capacity. In The Global Competitiveness Report 2001-2002. Oxford University Press, New York.

The Local Economic Effects of Universities



Source: Lengyel I. (2008): „Távolság versus közelség” dilemma az ipari-egyetemi kapcsolatokon alapuló tudásalapú helyi gazdaságfejlesztésben. In A gazdasági környezet és a vállalati stratégiák. A IX. Ipar- és vállalatgazdasági konferencia előadásai. Szeged, 551-562. o.

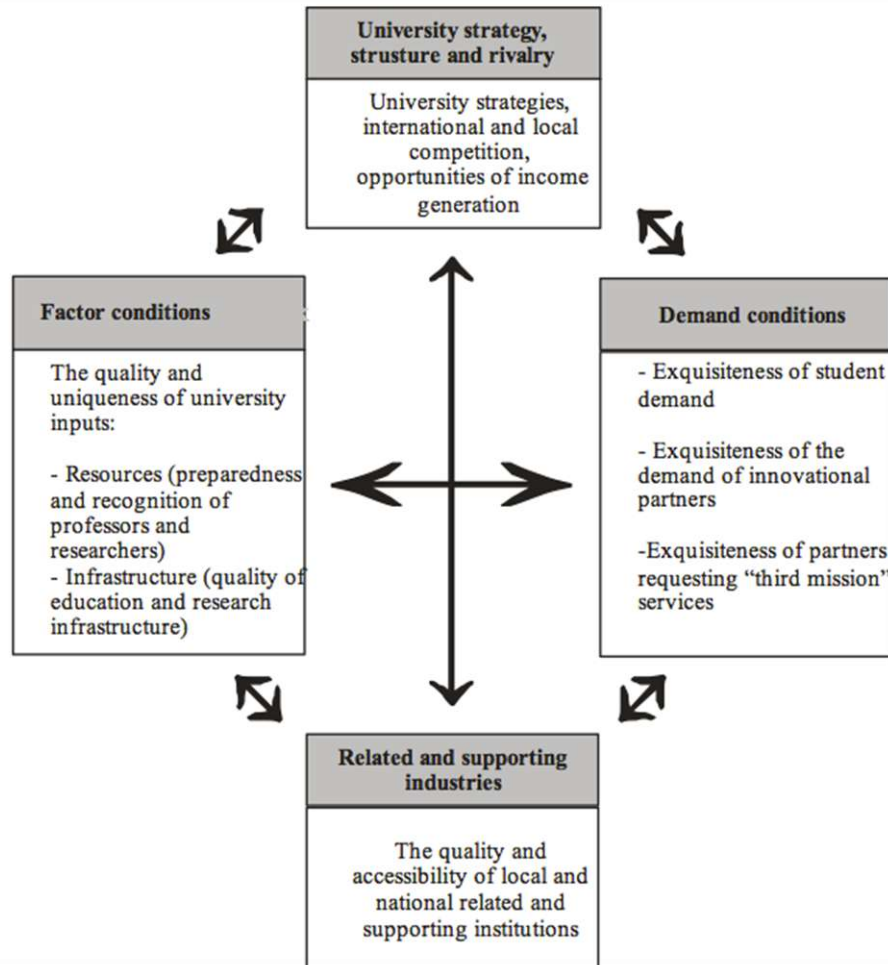
The Generations of Universities

(Based on Wissema)

Aspect	First generation universities	Second generation universities	Third generation universities
Goal	Education	Education and research	Education, research and utilization of knowledge
Role	Protection of truth	The cognition of nature	Creation of added value
Output	Professionals	Professionals and scientists	Professionals, scientists and entrepreneurs
Language	Latin	National	English
Management	Chancellor	Part-time scientists	Professional management

“Fourth Generation” Universities shape their environment proactively

The Diamond Model of Modern Universities



Source: Own construction based on Porter

The Connections Between Universities, Industry and Government

- Actors of the Triple Helix share some activities with each other
- Universities have a fundamental role in the Triple Helix model
- Universities ought to create collaborations with actors of economy and government

Success Factors of Universities

- **University Rankings:** Education-Research
 - 6 university rankings examined
 - *Academic Ranking of World Universities*
 - *Times Higher Education World University Rankings*
 - *Quacquarelli Symonds*
 - *Scimago Institutions Rankings*
 - *University Ranking by Academic Performance*
 - *Ranking Web of Universities*

Success Factors of Universities

- **Benchmarks:** Third mission
 - 22 University strategies examined
 - University of Aarhus (Denmark)
 - Oregon State University (USA)
 - University of Southampton (UK)
 - Aston University (UK)
 - University of Nottingham (UK)
 - University of Melbourne (Australia)



Success Factors of Universities

University Rankings:

Education-Research

6 rankings

Benchmarks:

Third mission

22 strategies

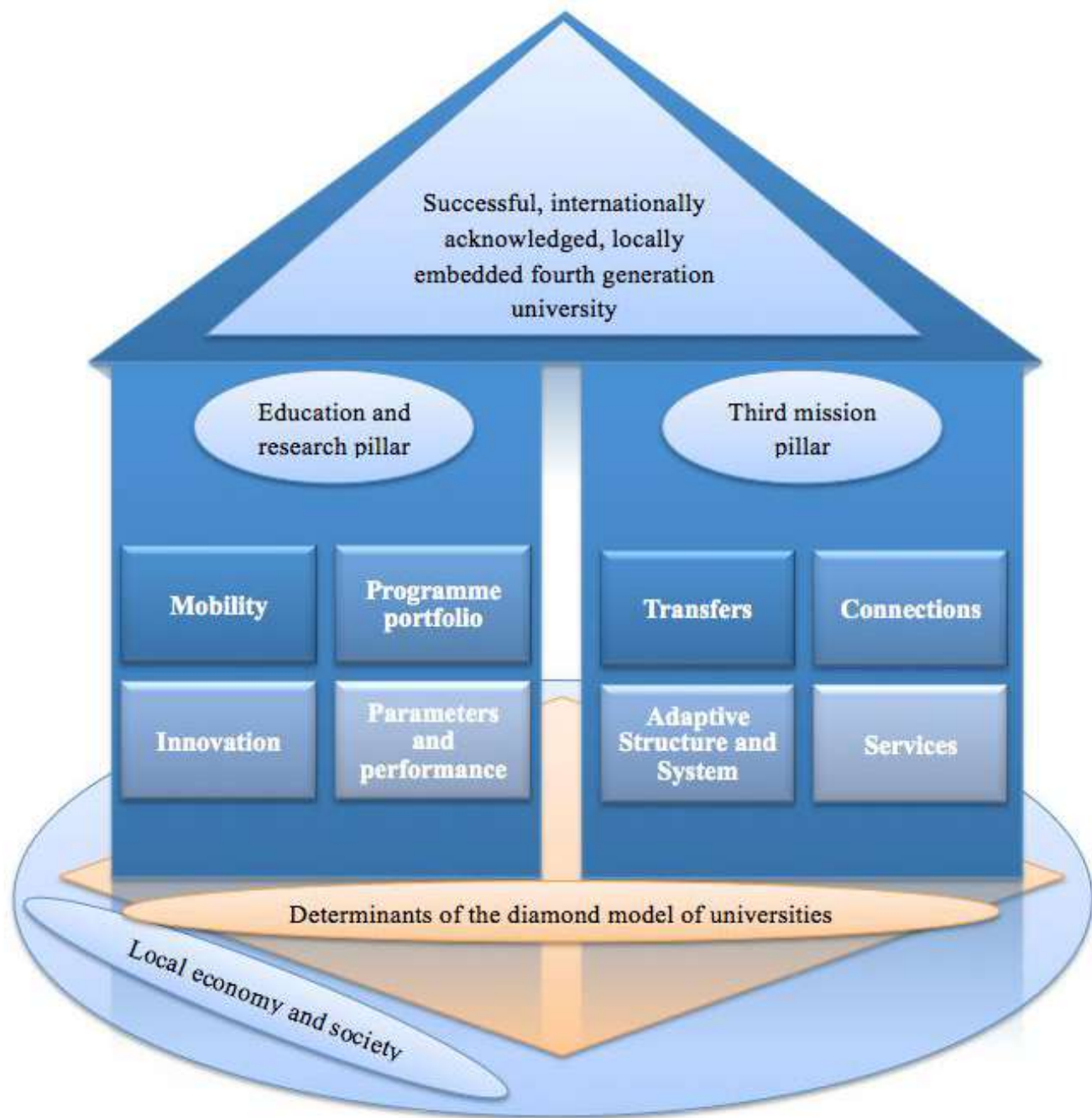


System:

All three missions of universities are placed in two separate pillars

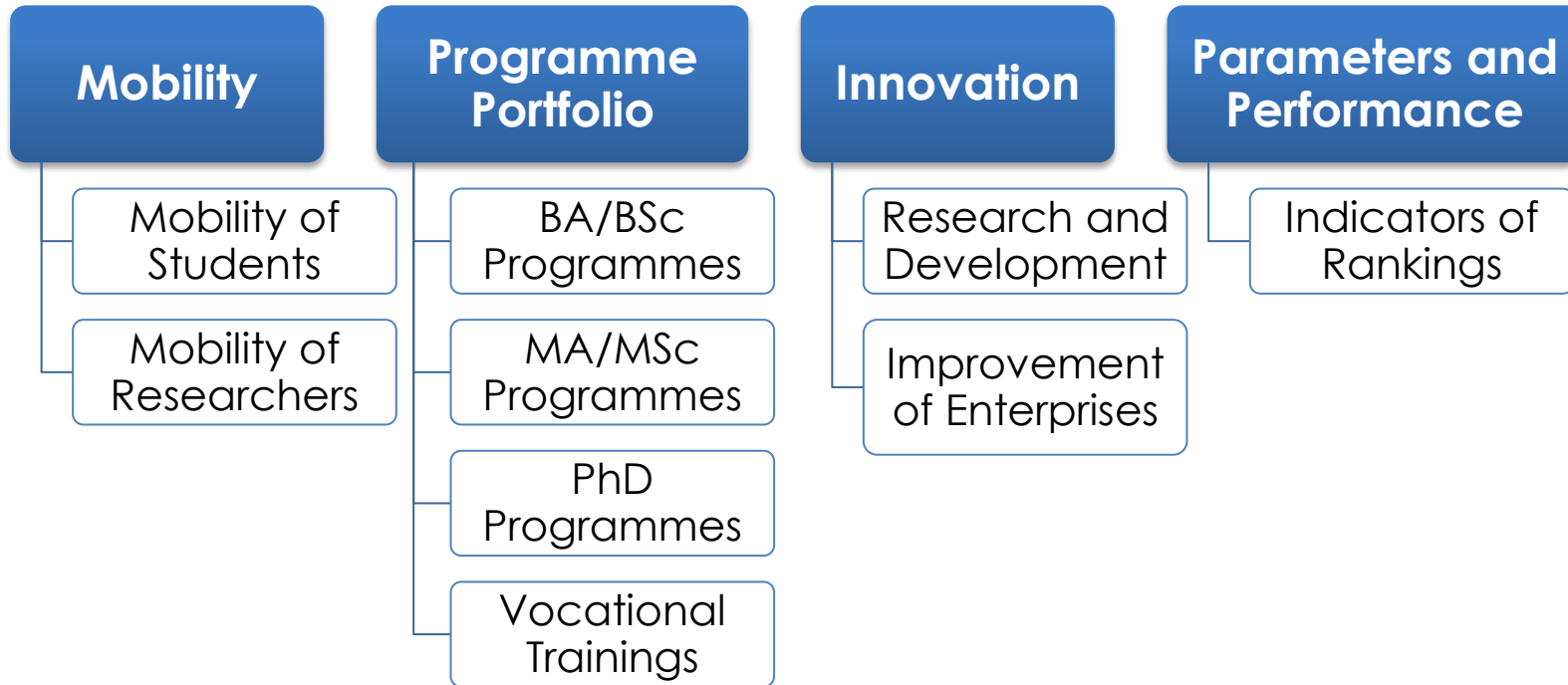


Virtual Model of an Internationally Successful University



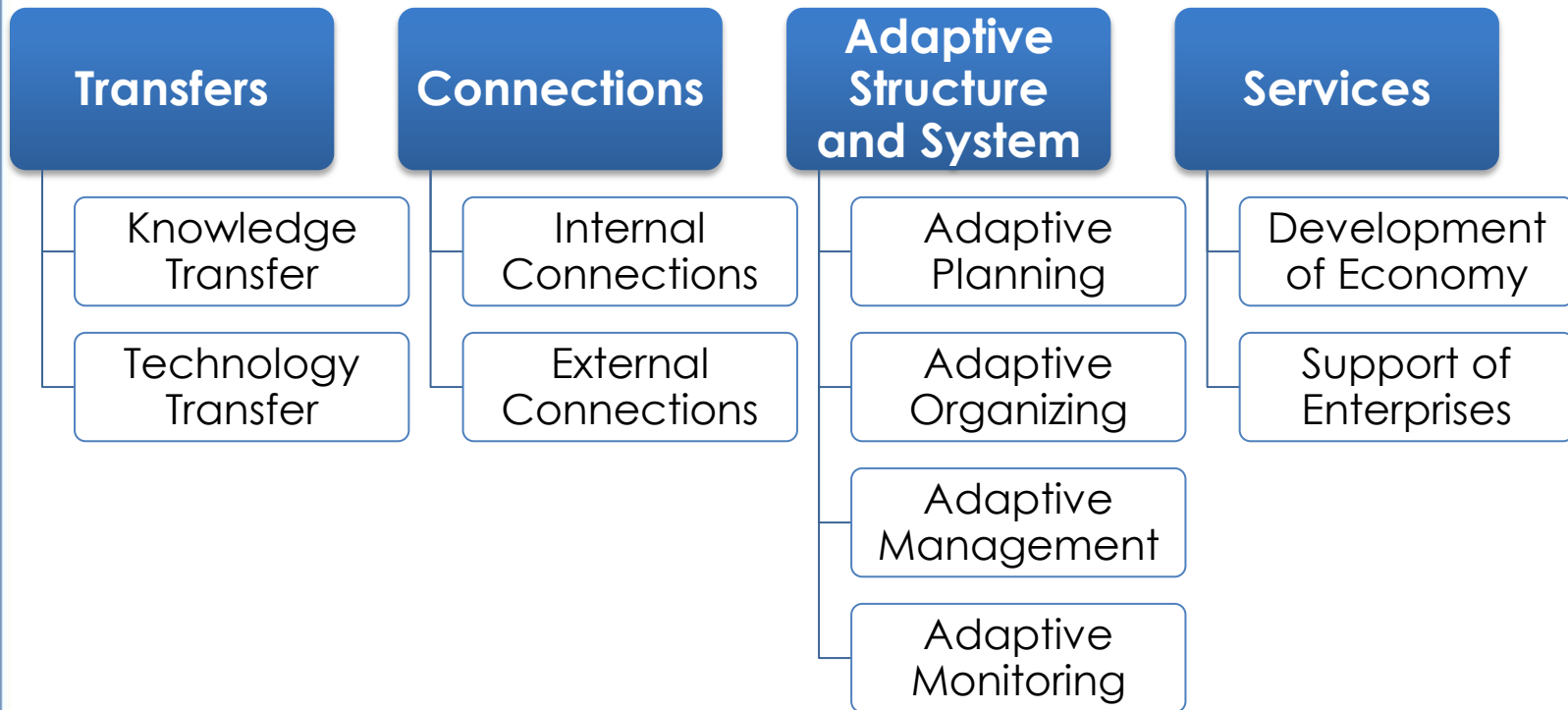
The components of a successful “Fourth Generation” university

Education-Research Pillar



The components of a successful “Fourth Generation” university

Third Mission Pillar



Conclusions

- Importance of the framework
- Universities are able to positively contribute to the competitiveness of regions
- Consideration of the needs of local economy and society

Thank you for your attention!

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The detailed list of examined university strategies

- Aalborg University (DK)
- Aalto University (FI)
- Aarhus University (DK)
- Aston University (UK)
- Cardiff University (UK)
- Charles Sturt University (AU)
- Edinburgh Napier University (UK)
- Leeds University (UK)
- Oregon State University (USA)
- Óbuda University (HUN)
- Stanford University (USA)
- University of the Arts London (UK)



The detailed list of examined university strategies

- University of Debrecen (HUN)
- University of Melbourne (AU)
- University of Miskolc (HUN)
- University of Nottingham (UK)
- University of Oxford (UK)
- University of Southampton (UK)
- University of St. Andrews (UK)
- University of Waikato (NZ)
- University of Warwick (UK)
- University of Western
Australia (AUS)

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