

# **PARTENERIATUL DINTRE INDUSTRIE ȘI UNIVERSITATE DIN PERSPECTIVA INOVĂRII DESCHISE**

## **PARTNERSHIP BETWEEN INDUSTRY AND UNIVERSITY FROM AN OPEN INNOVATION PERSPECTIVE**

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**Abstract:** The following paper approaches collaboration between industry and university from the perspective of open innovation. It aims at providing basic information on what open innovation is, under what form can be found, what motivates industry and university to collaborate and how knowledge is shared between the partners. Open innovation encourages both internal resource utilization such as external resources. Academia in the context of open innovation represents the science-based market enabling industry access to unpublished codified knowledge for innovation support through building on the most recent research findings. Science-based collaboration is considered to have positive performance results in loosely managed projects while market-based collaborations are suited to formal managed projects suggesting different managerial approaches depending on the type of partners.

**Keywords:** open innovation, collaboration, knowledge sharing