

## **IMPORTANȚA MANAGEMENTULUI CUNOAȘTERII ÎN PARTENERIATUL UNIVERSITĂȚI – FIRME (II)**

## **THE IMPORTANCE OF KNOWLEDGE MANAGEMENT IN UNIVERSITIES – COMPANIES PARTNERSHIP (II)**

**Drd.ing. Roxana POTRA**

**Prof.dr.ing.,ec. Laura BACALI**  
Universitatea Tehnică din Cluj-Napoca

**Prof.dr.ing. Călin BĂBAN**  
Universitatea din Oradea

**Abstract:** As applied research in continuation of the first article was designed and conducted a study on universities - business partnership in order to obtain information on organizations' opening towards open innovation. The paper shows the synthetic coordinates of the exploratory marketing research which investigates among other things, barriers and facilitating related to the cooperation between universities and companies.

**Keywords:** knowledge management, research and development, university-companies partnership, open innovation.