

BUILDING STRATEGIC PARTNERSHIP BETWEEN ACADEMIA AND INDUSTRY. A CASE STUDY

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There is a clear need for universities to increase capacities to educate and train students to participate as leaders and partners in sustainability initiatives.

The purpose of this paper is to present a new concept of university organizational culture at Transilvania University of Brasov based on actions for student motivation and involvement in the university life and their career development (e.g. student internal competition, involving students in solving administrative problems, early cooperation between students and companies).

The correlation of didactical, educational and research an activity with the employers' needs (companies, firms, institutions, agencies) is a strategic element of Transilvania University management plan.

Certain initiatives started to be implemented recently such us: (a) participation of companies in the annual student scientific conferences in order to find joint solutions for cooperation in the final diploma project, (b) organizing of an annual conference called The graduates in front of companies, where each graduating student of the BSc or MSc programs, who want to participate, has the possibility to present in front of interested company representatives his or her diploma or dissertation project.

Furthermore, we have developed the project Podium of the Companies. This way, we launched a project enabling the main regional companies to present themselves, to discuss with our students and teaching staff, to submit technical and research subjects, to propose diploma-project themes, to offer part-time or full-time jobs. Thereby, by enhanced dialogue, the interests of both parties (university and economic environment) are intertwined and the graduates' chances to succeed on the labor market substantially increase.