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Collaborative business relationship management — Guidelines for university-business collaboration

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National foreword

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 286, *Collaborative business relationship management*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

With the rapid development of economic globalization, international exchanges and collaboration in education are also developing constantly. Good practices of university-business collaboration (UBC) have been formed in many other countries. This document provides guidance on the development of a sustainable UBC.

The participation of multinational business partners in UBC is becoming more common. However, there are significant differences between UBCs across different countries, and establishing a common standard for UBC will provide guidance to the varying UBC practices. Through this, different interested parties to the internationalization of UBC can clearly understand expectations, realize in-depth exchanges and collaboration in international human capital and science and technology innovation, encourage business partners to explore international markets, and promote global industrial transformation and economic development.

This document will stimulate the innovation and development of business partners, especially small and medium-sized business partners and universities, cultivate applied and innovative talents through the advantages of UBC, and improve the level of social innovation and the quality of talent employment.

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Collaborative business relationship management — Guidelines for university-business collaboration

1 Scope

This document gives guidance for universities, business partners and other interested parties on using the 12 principles of collaborative business relationships provided in ISO/TR 44000 to improve their capability in university-business collaboration (UBC).

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
university-business collaboration
UBC
collaboration between a university and its *business partners* (3.2), in order to achieve innovation, knowledge development, capacity building, workforce development, employment promotion and other collaborative opportunities

Note 1 to entry: The term "university" in this document refers to an institution of higher (or tertiary) education which awards academic degrees in several academic disciplines or offers vocational education, including but not limited to research-oriented university, applied university, business school, art school, college, polytechnic, higher vocational and technical university (college), and community university (college).

3.2
business partner
organization that can affect, be affected by, or perceive itself to be affected by the realization of the goal of university and business

3.3
relationship management
series of management activities, such as systems, methods, consultation mechanism and evaluations, which are carried out to achieve the collaborative relationship expected by a university, its *business partners* (3.2) and their interested parties

4 Structure of this document

This document is based on the 12 principles of collaborative business relationship given in ISO/TR 44000. For each principle there are the following three main subclauses:

— what: a summary of the intent of the principle;

— why: an explanation of its relevance to university and business;

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