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2016

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"Science Park as universal regional structure of innovative activity"
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2016

The Herald contains scientific papers and report theses, enunciated and discussed at the International scientific and practical conference "Science Park as universal regional structure of innovative activity", held on March 3, 2016, by Uzhhorod National University together with the Technical University of Košice (Slovak Republic) as part of implementation of the research project "Innovative university – tool of integration to European educational and research area".

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THE ROLE OF THE UNIVERSITY IN CREATING ENTREPRENEURIAL MILIEU. NOWY SĄCZ AREA CASE STUDY

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The aim of this paper is to present the selected programme and specific project which are the effect of collaboration between university, industry and the government on the example of Nowy Sącz Graduate School of Business – National Louis University in Nowy Sącz, Local Government in Nowy Sącz and local companies. The goal of these undertakings were to enhance the entrepreneurship milieu in the area of Nowy Sącz.

Keywords: *economies based on knowledge, entrepreneurship milieu, Tripple Helix Model.*

Introduction

Since the 90. of the previous century the concept of the knowledge based economy has become popular in the scientific community but also among policy makers. Its main idea is that the creation, dissemination and application of knowledge is the most important factor of competitiveness and economic development. According to the definition of the World Bank, the four pillars of the knowledge economy are [3,p. 4]:

- an economic and institutional regime that provides incentives for the efficient use of existing and new knowledge, and the flourishing of entrepreneurship;
- an educated and skilled population that can create, share, and use knowledge well;
- an efficient innovation system of companies, research centres, universities, think tanks, consultants, and other organizations that can tap into the growing stock of global knowledge, assimilate and adapt it to local needs, and create new technology;
- information and Communication Technologies (ICT) that can facilitate the effective communication, dissemination, and processing of information.

This paradigm together with the paradigm of cooperation and networking is also noticeable and influential in the modern theories of regional economic development. One of the most popular conceptual models, which is affected by this trend, is so called Tripple Helix Model [4]. It focuses on the interactions between three institutional spheres, more precisely between universities, government and industry. This interactions reinforce entrepreneurship and innovativeness, which are perceived as the most important factors of the effective dissemination of knowledge and the drivers of economic growth.

The aim of this paper is to present the selected programmes and specific projects which are the effect of collaboration between university, industry and the government on the example of Nowy Sacz Graduate School of Business – National Louis University in Nowy Sacz, Local Government in Nowy Sacz and local companies. The project is not directly connected to the traditional educational and scientific role of the university in the society. The goal of these undertakings (programme and project) were to enhance the entrepreneurship milieu in the area of Nowy Sacz (called Sądectwo).

The entrepreneurship and entrepreneurship milieu

Entrepreneurs, by undertaking innovative activities, play a key role in economic development, which was first mentioned by Schumpeter in his 1911 work [13]. The analysis of the development of the economic growth models, starting from Solow's theory [14], followed by theories of Romer [11], Lucas [8] and Krugman [7], shows the more detailed division of the production factors. Entrepreneurship as the main engine of economic growth and the concept of entrepreneurial economy was stressed in the works of economists such as Audretsch, Thurik [1], Kirzner [6] or Carree and Thurik [2]. One of the most important concepts in the studies concerning entrepreneurship is the entrepreneurship milieu. According to J. Pierre-André [9, p. 116] the milieu is "both the place and the collective mechanism, that explains and facilitates various social ties, allowing entrepreneurial spirit to blossom".

Recently the most comprehensive studies of the entrepreneurship are carried out by the economists centred around the Global Entrepreneurship Monitor (GEM) project. They define entrepreneurship as "any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals, or an established business." [10, p.15]. According to the GEM conceptual framework economic growth depends strongly on "the individuals' personal ability to identify and seize opportunities, and that this process is taking place in the interaction with the environment".

Each year GEM presents the reports from studies of the dynamics of entrepreneurship in the world. The main findings from these studies, which are important for the issues presented in this paper from these studies, show that [5, p. 12-14]:

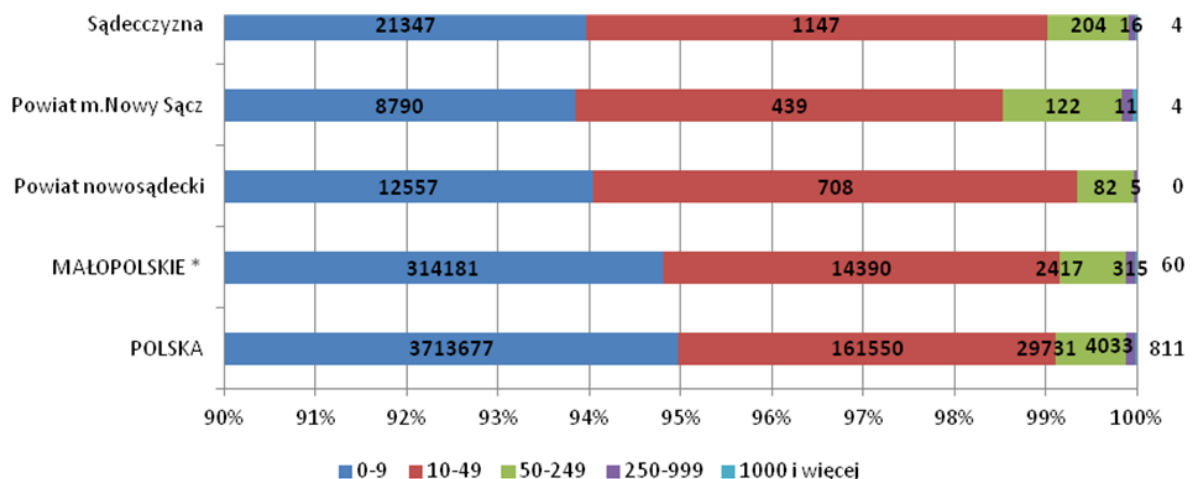
- Social values towards entrepreneurship concerning: starting a new business is a desirable career choice, high social status and media positively contributes to developing an entrepreneurial culture are lowest in EU economies.
- Regarding Entrepreneurial Framework respondents highly appreciated the physical infrastructure and commercial infrastructure, and the lowest scores was assigned to primary and secondary education, government policies toward regulation and access to finance.

- The economies in North American are more innovation-oriented than economies of the rest of the world.
- The analysis of the internationalization level of (more than 25% of customers abroad) indicate that the small EU economies are the leaders in this dimension: Luxembourg (42% of businesses), Croatia (38%), Belgium (33%), Estonia (24%).

Nowy Sącz Entrepreneurship Development Programme and the project “Start thinking. Bet on the entrepreneurship”

Nowy Sącz is 84 thousand inhabitants city located in the south of Poland. In subregional functional area of Nowy Sącz live approximately 450 thousand of people. The economy of Nowy Sącz area is strongly influenced by the micro, small and medium enterprises (Fig. 1).

Figure 1. The structure of economic entities in Nowy Sącz area in comparison to the Maloposka Provence and Poland



Source: [12, p. 9]

In 2010, on the initiative and cooperation between the Nowy Sącz Town Hall, Nowy Sącz entrepreneurs and WSB-NLU, the work on improving the entrepreneurial milieu in Nowy Sącz area has begun. It was decided that activities will be structured in the form of Nowy Sącz Entrepreneurship Development Programme. The draft program was prepared by WSB-NLU and was preceded by the relevant direct and indirect research [12]. The Programme was introduced on 24th of April 2012 by the Nowy Sącz City Council.

The fields of intervention of the Nowy Sącz Entrepreneurship Development Programme are as follows:

- Spatial planning

In light of the results (as well as previous experience) this priority area is crucial for existing and potential businesses. It comprises a range of activities of public authorities, which is associated with, inter alia, transport accessibility of Nowy Sącz (Sądecczyzna); spatial planning, including the areas of investment,

technical infrastructure and key investments (including free time industry). These activities are not directly related to Entrepreneurship Development Programme, however the provision of the information about the progress of the work in this field, particularly concerning the areas of investment, should be guaranteed.

- Promotional and organizational activities

In this field, the activities aimed to improve services to entrepreneurs (especially in the area of administrative procedures) and projects related to the promotion of Nowy Sącz (Sądecki region) as a place of doing business can be distinguished.

- Creation of favourable financial conditions

Entrepreneurship means the ability to take on challenges on its own. However, the local government should pursue the clear tax policy and inform about the possible forms of private initiatives support, especially targeted for micro, small and medium enterprises.

- The education and information activities

This competence of the public authorities is often underestimated. Research shows the great importance of education in the promotion of entrepreneurship and negligence in this regard. The proposed activities are focused around the development of entrepreneurial attitudes in schools and greater involvement of practitioners and guidance counselors in the education process. The educational projects addressed to officials are also envisaged. Communication activities should monitor the economy of Sądecki region and provide consistent information on trends in the global, European and national economy.

In the following year, 2013, the project of “Start thinking. Bet on entrepreneurship”, as an element of the Programme (field: The education and information activities) started. The main goals of the project are:

- to promote entrepreneurship as a career path;
- to strengthen the Entrepreneurship course (secondary schools), meetings with local firms introduced as an element of the course content
- to promote local entrepreneurs.

The project was aimed at secondary school pupils and was composed of three parts:

- Free lectures on business topics on Saturdays;
- Workshops in schools;
- Competition, under the the topic “Promote your school”.

Over 500 pupils took part in the whole initiative.

The success of the first and second edition of the project caused the growing interest in participating in the project. In 2015, in the 3rd edition of the project over 1000 pupils took part. There are variety of organizations engaged in preparing the project:

- Government (self): The city of Nowy Sącz and Nowy Sącz powiat

- Entrepreneurs: Nowy Sącz Chamber of Commerce, ZETTransport, BETASI, Klub Biznesowy, Fakro;
- NGO's: "ORION", "Pomyśl o przyszłości";
- University: WSB-NLU.

Conclusions

The role of the university in the society shouldn't be limited to its educational and scientific activities. The example of WSB-NLU and project "Start thinking. Bet on entrepreneurship" can be used, as a good practice for undertakings, which aim is to promote entrepreneurship. The prove of the project success are growing number of participants and good and improving evaluation of the project by participants. We suppose, the success of the project is an effect of three main factors: the project is the result of collaboration of all triple helix dimensions; it is carefully designed, based on the very detailed diagnosis of Sądecka case and worldwide trends; the project is systematically monitored and evaluated by organizers and participants, what cause improving quality of the project.

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ЗМІСТ

Смоланка В.І. <i>Вступне слово</i>	5
Кмет Станіслав <i>Вітальне слово</i>	7
Studenyaak Ihor <i>RESULTS OF SCIENTIFIC AND RESEARCH WORK OF STATE UNIVERSITY “UZHHOROD NATIONAL UNIVERSITY” in 2015</i>	9
Tarak Peter <i>RIS KSK 2016 +</i>	15
Lavrin Anton, Jakab Frantisek <i>WAY TO UNIVERSITY SCIENCE PARK TECHNICOM (UVP / USP TECHNICOM) (BACKGROUND AND APPROACH TO DEVELOPMENT)</i>	23
Woźniak Dariusz, Sokołowska-Woźniak Justyna <i>THE ROLE OF THE UNIVERSITY IN CREATING ENTREPRENEURIAL MILIEU. NOWY SĄCZ AREA CASE STUDY</i>	45
Артьомов І.В., Зуб С.В. <i>ІНСТИТУЦІЙНО-ПРАВОВЕ ЗАБЕЗПЕЧЕННЯ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ У ВИЩІЙ ОСВІТІ ТА НАУКОВІЙ СФЕРІ КРАЇН ВИШЕГРАДСЬКОЇ ГРУПИ</i>	51
Приходько В.П. <i>УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ЯК ІНТЕГРАТОР ЗНАНЬ, НАУКИ ТА ІННОВАЦІЙ, ВАЖЛИВИЙ ЧИННИК РЕГІОНАЛЬНОГО ЗРОСТАННЯ</i>	61
Устич С.І. <i>СИСТЕМА ІНДЕКСАЦІЇ ТА МОНІТОРИНГУ ЕФЕКТИВНОСТІ ІННОВАЦІЙНОГО РОЗВИТКУ УНІВЕРСИТЕТУ</i>	69
Бутурлакiна Т.О. <i>ІННОВАЦІЙНИЙ МЕНЕДЖМЕНТ ТА ДИВЕРСИФІКАЦІЯ ДЖЕРЕЛ ФІНАНСУВАННЯ ІННОВАЦІЙНОГО УНІВЕРСИТЕТУ В УМОВАХ АВТОНОМІЇ ДІЯЛЬНОСТІ</i>	73
Jakab F., Feciřak P., Lamer J., Novák M., Kovalčik M., Klimek I., Michalko M., Drobny M. <i>PILOT SUB-PROJECTS: INNOVATIVE-INCUBATION LABORATORY FOR APPLIED RESEARCH IN THE FIELD OF TECHNOLOGIES, APPLICATIONS AND SERVICES</i>	82
Моца А.А. <i>РОЛЬ ТА ЗНАЧЕННЯ ІННОВАЦІЙНИХ ТЕХНОЛОГІЙ ПРИ ВИВЧЕННІ У ВНЗ ЮРИДИЧНИХ ДИСЦИПЛІН</i>	96
Динис Г.Г. <i>КОНЦЕПЦІЯ РОЗВИТКУ КАФЕДРИ МІЖНАРОДНОГО ПРАВА ДВНЗ «УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ» І ПРІОРИТЕТНІ НАПРЯМИ ОСВІТНЬОЇ, МЕТОДИЧНОЇ ТА НАУКОВОЇ ДІЯЛЬНОСТІ НА 2015 – 2025 рр.</i>	107

Гусь А.В. НАУКОВИЙ ПАРК УжНУ ЯК ЕЛЕМЕНТ ІННОВАЦІЙНОЇ ІНФРАСТРУКТУРИ ЗАКАРПАТСЬКОЇ ОБЛАСТІ	117
Jakab F., Lavrin A., Durkáčová M., Dolná Z., Bonk B., Alexandrova G., Tomaško M., Čížmár P., Vajda V. ACCELERATION OF INNOVATIONS AND ENTREPRENEURSHIP AT UNIVERSITY ENVIRONMENT	125
Головач І.І. НАУЧНИЙ ПАРК «УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ» – ОСНОВА РАЗВИТИЯ ОБРАЗОВАНИЯ И НАУКИ В РЕГИОНЕ	135
Кляп М.І., Кляп М.П. ІННОВАЦІЙНІ АСПЕКТИ РОБОТИ ВИЩОЇ ШКОЛИ УКРАЇНИ В ПЕРІОД РЕФОРМУВАННЯ ГАЛУЗІ	143
Лазур Я.В., Василечко А.В. ЗАКОНОДАВЧЕ РЕГУЛЮВАННЯ ВИКОРИСТАННЯ ІННОВАЦІЙ У ВИЩІЙ ОСВІТІ	168
Каплінський В.В. СУЧАСНІ ВИМОГИ ДО ПРАКТИЧНИХ ЗАНЯТЬ У ВИЩІЙ ШКОЛІ ЯК ПРОВІДНОЇ ФОРМИ ФОРМУВАННЯ ЗАГАЛЬНОПЕДАГОГІЧНОЇ КОМПЕТЕНТНОСТІ МАЙБУТНЬОГО ВЧИТЕЛЯ	173
Медведь М.М. БІБЛІОТЕКА УЖГОРОДСЬКОГО НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ – СКЛАДОВА СУЧАСНОГО ІНФОРМАЦІЙНОГО ПРОСТОРУ	183
Локшин В.С. МОДЕЛЬ ФОРМУВАННЯ СОЦІАЛЬНО–ПРОФЕСІЙНОЇ КОМПЕТЕНТНОСТІ В УЧНІВ ПТНЗ У КОНТЕКСТІ ПРОФЕСІЙНОЇ КАР'ЄРИ У СИСТЕМІ ПРОФЕСІЙНОЇ ОСВІТИ	189
Мірошніков Д.Д. ВИЗНАЧАЛЬНІ ХАРАКТЕРИСТИКИ ІННОВАЦІЙНОГО УНІВЕРСИТЕТУ	199
Zub Svitlana UKRAINE AND SLOVAKIA: THE WAY TO MUTUALLY BENEFICIAL RELATIONS THROUGH THE PRISM OF COOPERATION WITH THE VISEGRAD FOUR	216
Фенинець Г.Ю. ПОНЯТТЯ «ІННОВАЦІЯ»: ІСТОРИОГРАФІЧНИЙ ОГЛЯД ПРОБЛЕМАТИКИ	221
Havlík T., Vindt T., Takáčová Z., Miškufová A., Kukurugya F. EAF DUST RECYCLING - PREPARATION OF FINAL PRODUCTS	230
Drutarovsky M., Kocur D., Petura O., Fortes J., Slovak S., Laban M., Galajda P., Pietrikova A., Kazimir P., Svecova M. EMBEDDED SENSOR NODE FOR UWB RADAR NETWORK BASED SHORT-RANGE TRACKING OF MOVING PERSONS	240

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