

University – Industry Collaboration: Viable System

Approach analysis in the creative sector

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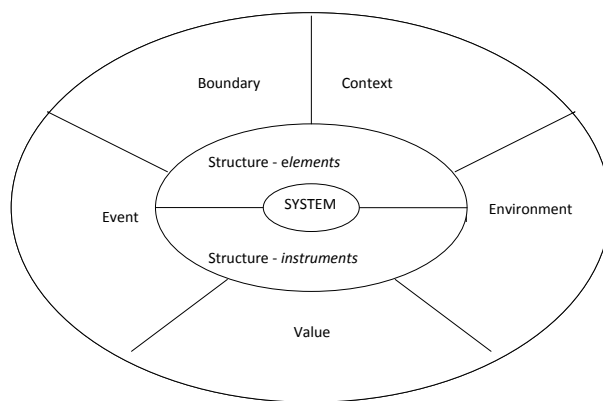
The understanding of a system that enables the value co-creation process within University-industry collaboration is needed as increasingly universities are seen as centres for R&D and knowledge centres for commercial partners, creating new inter-organisational dynamics. Applying the Viable Systems Approach model, the study discussed how value is co-created and competitive viability is achieved through interaction between commercial and educational entities in a network.

Methodology

The paper follows an in-depth case study methodology within a context of a creative industry. It is based on interviews and longitudinal observations of a project involving University team of students and academics, working on a live project for a commercial creative organisation.

Theoretical Framework

The application of S-D logic and interaction approach in the context of university-industry collaboration is critically examined. Insights from relational network theory, social capital theory and resource-based theory are synthesized and viewed as complementary and compatible with the Viable System Approach.



Case Study

- Event: English National Ballet, V&A,
- Boundary: Ballet Russes Design Perspectives Project
- Context: Creative sector, Fashion & performance
- Environment: Museum Showcase
- Value: Learning and knowledge increase