

# Innovation in Knowledge Transfer and Global Higher Education

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# Innovation in Knowledge Transfer and Global Higher Education

Knowledge Transfer and Higher Education path development:

- from local to global

- from national to international

- from monopoly to plurality

- from public to private

Knowledge Transfer and Higher Education local entity impacted by:

- external phenomena

- extraordinary phenomena

- fracture and crisis

# Innovation in Knowledge Transfer and Global Higher Education

## Higher Education as a LOCAL ENTITY

- national

- monopolistic

- static

- caste based

## Higher Education as a HISTORICAL FACTOR

- inventing national culture

- helping in state building and developing

- maintaining and protecting identity

## Higher Education as a NATIONAL SYSTEM

- resistant-to-change

- stagnant management

- need for urgent re-examination

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## Global FORCES

- breaking over local barriers

- contracting space and time

- imposing openness

- navigating liquidity

- accepting uncertainty

## New CHALLENGES

- intangible asset creation

- intangible process practice

- global notoriety and transparency

- management at an intangible scale

# Innovation in Knowledge Transfer and Global Higher Education

Higher Education “in the past” emphasizes TEACHING

“the University”

- “the State Ministry of University”

- “the factory of knowledge”

- “the Professor”

- “the student”

- “the degree”

Higher Education “in the present” emphasizes LEARNING

- knowledge transfer

- here and now

- “professor ↔ facilitator”

- “student ↔ client”

- “continous education”

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Knowledge transfer by multiple & concomitant factors

- lecturing

- experiencing

- territorial circulation

- identity contamination

Knowledge transfer

- measurable

- mutable

- mutant

- open

- marketable

- profitable

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## BRANDING

- Higher Education branding factor

- for its own existence

- for local development

- for global integration

- for survival

- for local and global success

## CHALLENGES

- How to elevate local values into the global context

- How to insert global values into the local reality dimension

# Innovation in Knowledge Transfer and Global Higher Education

## Higher Education REALITIES

- compact campus

- campus with branches

- multi-campus

- programs abroad

- corporate

- for-profit

- training schools

- network universities

## Knowledge transferring ICT

- on-line universities

- on-line programs

- on-line lectures



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*“EXPERIENCE education”*

learning / teaching

- blended

- branded

- mobile

- virtual

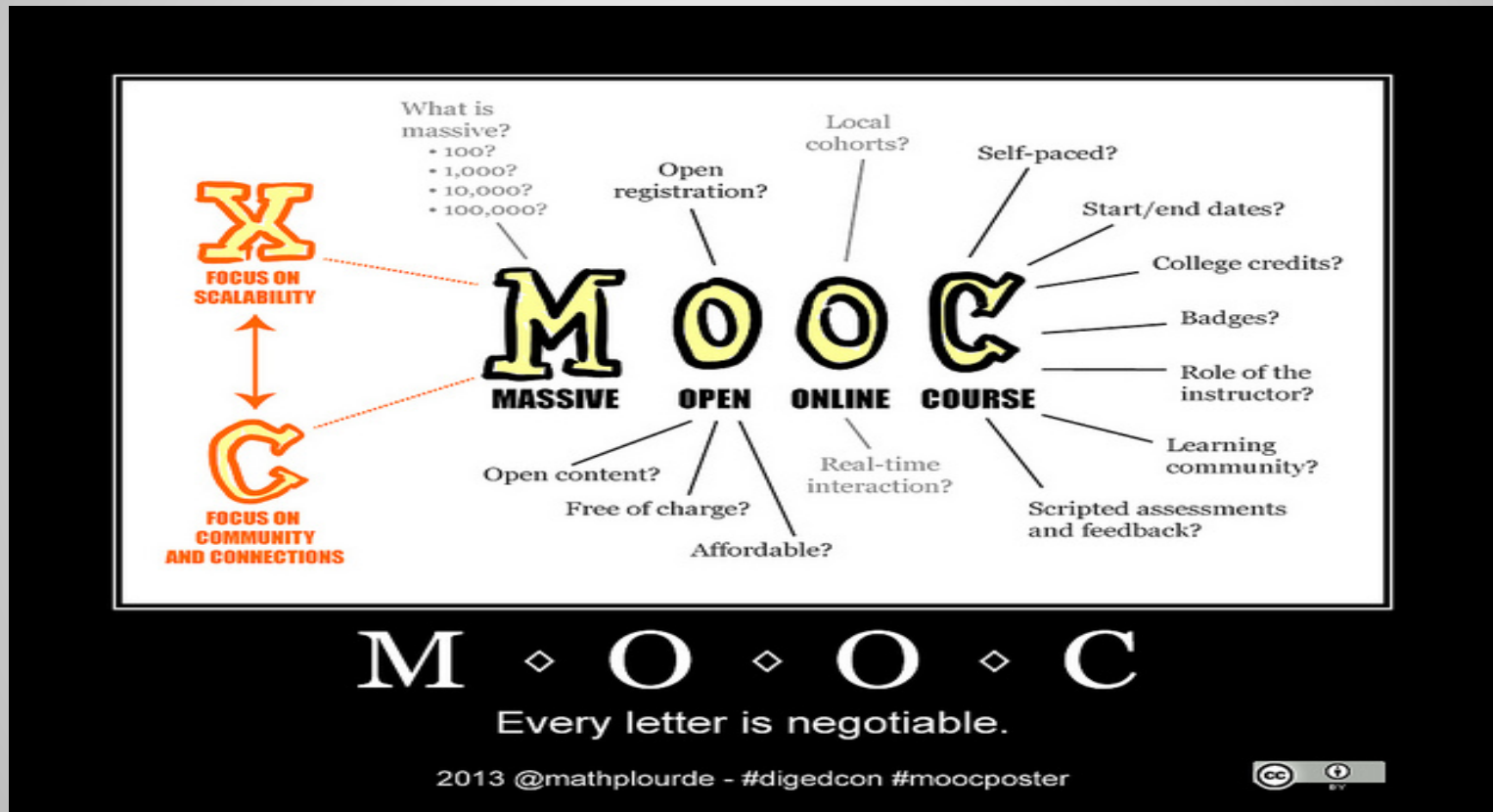
- social

- practicable

- exchangeable

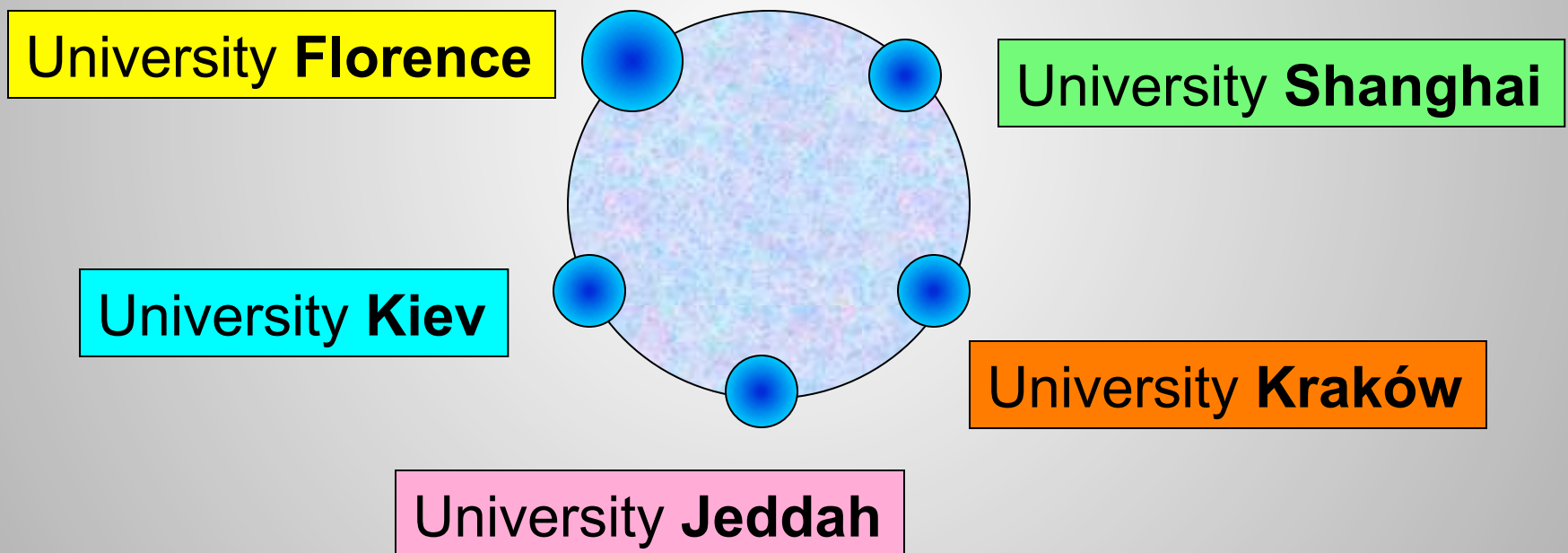
# Innovation in Knowledge Transfer and Global Higher Education

## MOOC - MASSIVE OPEN ONLINE COURSES



# Innovation in Knowledge Transfer and Global Higher Education

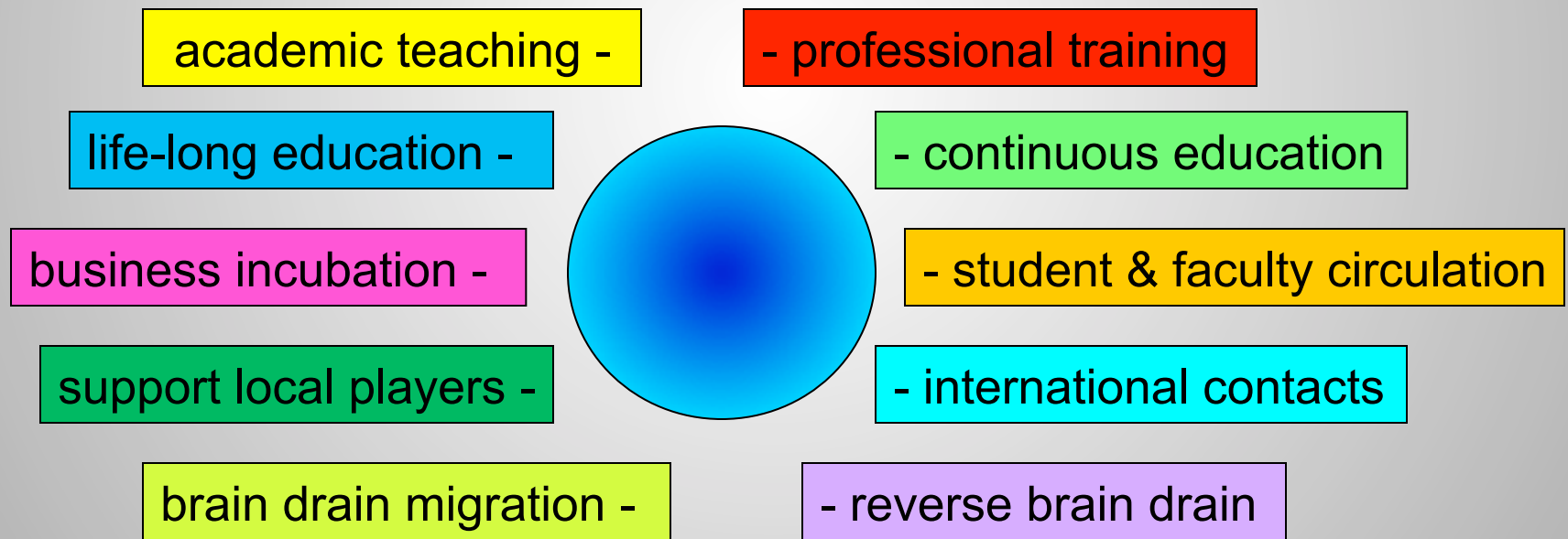
## Theoretical model – University Network



# Innovation in Knowledge Transfer and Global Higher Education

## Theoretical model – University Network

### Local unit



# Innovation in Knowledge Transfer and Global Higher Education

*... a new way of thinking  
is urgently needed*

*Thank you for your attention*