

Production-Study-Research Cooperation Function Localization of Stakeholders

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Supported by Research on the Relationship Between Social Responsibility and Financial Performance of Listing Corporation in Jilin Province (2013JYT23).

Received 24 August 2015; accepted 17 November 2015
Published online 16 December 2015

Abstract

At present, it is increasingly integrated science and technology and society, the rapid development of knowledge economy puts forward higher requirements to innovation, innovation becomes the main driver of science and technology and social development. The development of the world today can't just rely on one side, but the result of the interactive cooperation jointly promotes. In such a background, the cooperative innovation become the world happens to coincide with choice.

Key words: Production; Stakeholders; Positioning function

Sun, B. J., & Feng, C. H. (2015). Production-Study-Research Cooperation Function Localization of Stakeholders. *Management Science and Engineering*, 9(4), 15-18. Available from: URL: <http://www.cscanada.net/index.php/mse/article/view/7920>
DOI: <http://dx.doi.org/10.3968/7920>

INTRODUCTION

Production-study-research cooperation are three enterprises, colleges and universities, scientific research units between the technology innovation subject in order to realize their own value target, according to the 'interests sharing, risk sharing, complementary advantages, cooperation and development "principle, is the results through the industrial achievements this

difficult period, and then complete the whole process of transformation of scientific and technological achievements. Production-study-research cooperation is an enterprise, university and scientific research units, three party or both parties jointly, to achieve a certain value goal, take many forms of achievements of scientific research, development, production, product sales, after-sales service, such as cooperation, give full play to the advantages in the cooperation.

1. THE MARKETIZATION OF INNOVATION HAS BECOME THE DOMINANT

Enterprise is the main body of the transformation of the results in the process of production, research and cooperation, the enterprise in the process of production, the process of market oriented, to enhance their competitiveness for the purpose. Knowledge transformation is the process of enterprise development, new technology, and the use of new technology, to obtain knowledge and technology results and its industrialization and commercialization, and new products into the market process. The fundamental purpose of the regional innovation system is to create, spread and use new knowledge and technology to promote economic development and social progress. As the industry chain of the three spiral model, the enterprise is responsible for the spread and spread of knowledge in the region.

1.1 Integrating Knowledge Resources in University

The most close to the market as the main market economy enterprises understand the needs of the market and be able to quickly capture the demand trends and the market will be in the future. In three screw theories to build the innovation system of enterprise can accord to the development needs to absorb from the university of all kinds of knowledge resources to improve their innovation

ability and promoting the industrial competitiveness. And at the same time according to the market trend of the development of enterprises into the university innovation activity for the college teaching and research direction to promote the social value of university innovation to promote the rise of the knowledge chain and professional status. At the same time, the activities of the enterprise also can improve the efficiency of innovation activities of organizations in the area of reducing the blindness of cooperation activities.

1.2 Realize Innovation Promotion

Innovation only completed the first step in the innovative activities of enterprises for proper digestion, absorption, innovation through the enterprise production and business operation activities to improve the quality of existing products and services, and meet the demand for new products and services. Enterprise due to innovation promotion and profit will attract other businesses to follow, bring competitive pressures forced them to other enterprises to participate in the innovation so as to promote the whole society in the promotion of innovation results of extension and diffusion effects result in a chain of innovation to maximize the economic and social benefits of the resources.

2. UNIVERSITIES: THE SOURCE OF INNOVATION

University is the cradle of talent, technology and knowledge resource of university knowledge chain is the enterprise of the propeller of the industrial chain of innovation activities. Universities and public research institutions as the main form of public intellectual resources of talent training, scientific research activities through the appropriate interface docking with the market economic activities play a role of innovative radiation is one of the core of the three screw theory. The function orientation of the function of the university puts forward new requirements for University in the original functions properly in the adjustment and innovation of promoting the innovative talents cultivation, scientific research and promote the transformation of scientific research achievements.

Universities and scientific research institutions are the results of the industry, and the main body of technological innovation, in the cooperation of industry, research, the main has two aspects of the role. First of all, universities and research institutions to develop new technologies and achievements, including the results of the theory, application and technology, new achievements in theory constitute the theoretical basis of the results, but also to promote the innovation of social and cultural environment, and the application results and technology can be converted into productive forces, for the community to contribute.

2.1 Cultivating Innovative Talents

Innovation is the most basic condition has a lot of the innovation ability of the university as a public intellectual talents qualified for the source of qualified personnel is continuously for the enterprise at the university of the primary functions of knowledge chain. Therefore, of the university of talent training is no longer just imparting theoretical knowledge but also committed to the cultivation of the ability to make the comprehensive quality of college graduates can meet the needs of the enterprise innovation human resources from school to social adaptation time improve the efficiency of enterprise talent integration accelerate the rising velocity of industrial chain.

2.2 To Provide Scientific Research

University is a place where the focus of knowledge resources of the society as a whole, scientific activity is the most densely populated places. University in the knowledge innovation chain between each component unit in the chain is a general academic communication between each other in a certain degree decides the development trend of social science and technology. University of relative to the enterprise to the trend of scientific research and is more sensitive to the change of the research in each major area holds the latest research in the field of information.

In the national innovation system of university scientific research achievements will offer to help industrial chain to realize industry upgrading is their technical innovation, improve the quality of products and services of science and technology power.

2.3 Promote the Transformation of Innovative Achievements

University as its non-profit social public organization determines the university knowledge chain can't like enterprise mainly by means of business activities will be applied to the production practice for a profit and indirect implementation contribution to regional economy and regional innovation. But in the triple helix model of knowledge chain of the industry chain extension through appropriate help enterprises to realize innovation of market promotes the development of innovation. Universities and enterprises to carry out exchanges and cooperation gradually changing ideas in the law of development of science and technology and comply with the laws of market economy. University to meet the needs of the enterprise as the goal of talents cultivation, scientific research activities in the school campus to adjust to make the content of the research, personnel training and the way as much as possible with the actual needs of enterprise together so that the two functions can better service for the enterprise and regional innovation to promote transformation of scientific and technological achievements is promoted with the functions of university

teaching and scientific research are equally important position.

University through cooperative research, build the entity, and other forms of cooperation to help enterprises to carry out the transformation of scientific and technological achievements to promote enterprise as the main body of innovation activities, meanwhile this adjustment is the activity of university direction more clear, the activity also has realistic significance to improve the university social value is beneficial to upgrade of knowledge chain.

3. INTERMEDIARIES AGENCY: CLEAR COMMON HARMONIOUS DEVELOPMENT OF SOCIAL FUNCTION

Science and technology intermediary service system is an important part in the development of science and technology is one of the important force to realize a well-off society in an all-round way should be and at all levels of society, all kinds of group solidarity and mutual assistance to play well the supervision of market behavior, for scientific research institutions and enterprises to provide professional services of the special special effect such as together create harmonious environment of science and technology intermediary service system.

In our country, it is more and more to be more scientific and technological intermediary organizations to provide services for scientific and technological intermediary. Such as technology exchange center, technology exchange, etc.; two is the use of scientific and technological literature and scientific management experience for the community to provide advice, assessment services. Such as the scientific and technological consulting company, technology and information technology, science and technology evaluation center, etc.; three is for small and medium enterprises to provide information and technology services platform. Such as all kinds of scientific and technological innovation service center; four is involved in the service object technology innovation process. Such as engineering and technology research center, Productivity Promotion Center; five is the promotion service for agricultural technology popularization. Such as agricultural extension station and agricultural demonstration base or organization; six is for technology transfer and transformation to provide other support of science and technology institutions and organizations. Such as the patent office, the invention Association, etc.. So many kinds of intermediary service system coexist, how to achieve the harmonious development of resources allocation optimization, better service society will be one of the important issues that we face.

(a) Law firm, accounting firm, notarization and arbitration, intellectual property assessment institutions such as the market behavior of oversight authority to

regulate the behavior of market supervision and market main body; Provide specialized services promoting fair competition against and prevent fraud; Evaluation and review the enterprise the management behavior and financial statements; Dispute mediation market, etc..

(b) For scientific research institutions and enterprises to provide professional services to the special agencies to do market research, planning, diagnosis, management consulting services, advertising, patent, technology and intellectual property rights of import and export agents, etc. According to different user needs to provide related services often bring unexpected benefits to the enterprise.

(c) Establish a transformation channel in the middle accelerating the transformation of scientific and technological achievements into production.

Established between technology and economy, such as engineering technology research center, productivity promotion center, innovation center, incubator and so on has the service function in the middle of the transformation to the scientific and technological achievements for further verification, provide complete engineering, design services; To solve various problems encountered in the process of technological innovation of technology and information consulting; Provide office space and the hardware and software services for enterprise incubator in order to reduce the business risk to promote transfer of scientific and technological achievements to industry.

(d) Develop control function to achieve the optimal allocation of production factors market.

Science and technology intermediary service and according to the relevant policies, regulations, create a good atmosphere through a variety of incentives and services and other related measures to effectively promote the flow of capital to help enterprises and individuals to make reasonable optimized to realize the optimization management. Brokerage industry of science and technology provides the specialized service to enterprise's development, especially small and medium-sized enterprises (smes) is desperately needed. These institutions provide enterprises with such as market information, marketing planning, management consulting, financing, personnel training, and so on each service can effectively reduce the operating costs to reduce risk so as to greatly improve the competitiveness of enterprise management.

(e) Regulate the behavior of market main body implementing supervision and regulation of the market.

Outside its own interests within the scope of the science and technology intermediary service agencies to undertake the country many tasks such as qualification, supervision and regulation of the market. And standardize the market main body make normal order operation and provides the interactions of the domestic and foreign markets for unicom specification and let us know that science and technology intermediary service industry there is a necessary link between modernization and

economic development is indispensable to society in the rapid development of science and technology in the 21st century will play to the function of science and technology intermediary industry can not be replaced.

4. THE GOVERNMENT: FOCUSING ON COOPERATION TO PROVIDE THE REQUIRED SERVICES

The government is the main body of the environment construction of the industry university research cooperation, to create a favorable policy and legal environment for the cooperation between the industry and the industry, and to ensure the healthy operation of the industry. Results innovation and achievement transformation are in the economic body, can promote the progress of social technology and economic development, and the government created by the policy, the law is good or bad directly determines the level of the overall efficiency of the research, the decision of the society as a social benefits. The economic nature of the various institutions of industry university research cooperation, in fact, to a large extent determines the interests of the various agencies in the industry, research and cooperation in the economic objectives, thereby affecting the various options for cooperation in the course of the study.

4.1 Set of Policies and Regulations

A good legal environment policy is innovation and healthy development of the basic premise of improving the efficiency of innovation activities. Government departments through the policy to build the country's science and technology, talent and industry development framework by laws and regulations to regulate the behavior of all social organizations or individuals. Government is the innovation of the founders of the policy, the economic environment and maintainers have to control ability to the society as a whole organization when necessary will be microstructure plays in society.

4.2 Companies and Universities Guidance and Coordination of Innovative Activities

Companies and universities are social microscopic component unit of the organization management activities there are short-term and locality and the innovation of the whole society there is a certain deviation of government through innovation atmosphere construction, the use of incentives and the microstructure behavior intervention necessary to adjust.

Government of jurisdiction enterprises through administrative means to coordinate the activities and university relations conducive to innovation will be dispersed in the innovation of the university and the enterprise resource integration and flow effectively release the potential of the university and the enterprise make full

use of the manpower and material resources and financial resources. To guide their innovative activities to mobilize the power of the university and the enterprise to realize the innovation of the social goals.

4.3 Innovative Activities Outside Construction of Service Environment

Regional innovation includes not only the university and the enterprise of the integration of the knowledge resources and realize the innovation diffusion is involved from the view of the whole society, within the scope of a particular area to consider how to the most efficient allocation of resources in the power of these companies and universities alone is difficult to finish also need to rely on the power of intermediary organizations from other companies and universities. This needs the government through the infrastructure construction and intermediary service market cultivation needs to create enterprise and innovation at the university of social service network to improve cooperation efficiency.

CONCLUSION

Production-study-research cooperation besides should consider economic benefit, more important is to attach importance to social benefits. For enterprises, to achieve the technological innovation of the enterprise, must with the aid of colleges and universities, scientific research unit of intellectual resources. For scientific research units, is a must to make contributions to economic construction and enterprise cooperation; In addition to cooperation with colleges and universities to enhance the scientific research ability. For institutions of higher learning must not damage the country's long-term interests, focusing on the economic benefits and ignore the basic function of college teaching, should first ensure the normal work of teaching and scientific research.

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