

Strategies to Convert the Knowledge between Al-Quds University and the Private Sector

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Universities are an integral part of the skills and innovation supply chain to business. However, this supply chain is not a simple linear supplier-purchaser transaction; it is not the acquisition of a single product or service. This supply chain is multi-dimensional, it has to be sustainable, and it has to have quality, strength and resilience. These attributes can only be secured through close collaboration, partnership and understanding between business and universities.

The multi-dimensional nature of the supply chain is represented by a landscape of business-university collaboration, consisting of a number of highly diverse domains of activity.

The steps essential for converting knowledge to products are as follows:

- 1- Collecting the data base for all researchers within Al-Quds and conducting refreshment for this data. The data should contain the researcher's field of interest, his publications, his ability and capability in conducting research and his contacts with the international arena if applicable.
- 2- Searching for topics and fields which the private sector is interested in and locating those researchers within the university who can execute research that has the potential to yield to financial and scientific benefits for both the private sector and the university.
- 3- Finding a feasible and easy way to connect Al-Quds researchers with the private sector aiming to invoke commercial products for the profit of both the university and the private sector.
- 4- Assist and aid Al-Quds researchers for translating or converting their scientific knowledge to profitable products which can lead to advances in the Palestinian economy.