



STUDIA Universitatis Babeș-Bolyai OECONOMICA

2006

No. 51

Issue 2

AN OVERVIEW OF THE CAUSES, FACTORS AND ADVANTAGES OF STRATEGIC ALLIANCES BETWEEN COMPANIES AND UNIVERSITIES. THE CASE OF ROMANIA

Mihai Florin BĂCILĂ^{a,*}, Oana Adriana GICĂ^a

^a Babeș-Bolyai University of Cluj Napoca, Romania

ABSTRACT. This article reviews the importance of company-university long-term relationships. It focuses on the identification of the causes which make universities and companies develop strategic alliances, the analysis of the key factors for a long-term successful collaboration between companies and universities and the description of the benefits and barriers of these collaborations. The article also reveals the effectiveness of in-house research and development activities carried out by the Romanian companies, the external sources to create new products and services, the novelty of products and services as well as the external partners of the companies to carry out together research activities.

JEL Classification: I29

Keywords: strategic alliances, knowledge transfer, technology transfer

* Corresponding author. Faculty of Economics and Business Administration. Adress: : 58-60 Teodor Mihali Street, 400591 Cluj-Napoca, Romania. Phone: 40 + 0264 41.86.52 E-mail: bmihai@econ.ubbcluj.ro