



## Approaches for Bridging Research and Industry

**Ileana Hamburg**

Institut Arbeit und Technik, WH Gelsenkirchen, Munscheidstr. 14,  
D-45886 Gelsenkirchen, Germany

**Sascha Bucksch**

Institut Arbeit und Technik, WH Gelsenkirchen, Munscheidstr. 14,  
D-45886 Gelsenkirchen, Germany

### Abstract

The collaboration between research and industry facilitating knowledge transfer is underdeveloped particularly referring small and medium sized enterprises (SMEs). Some reasons for this situation are lack of interest from research and education institutions to support companies, poor capabilities of SMEs to recognise the importance of innovation for their businesses and competitiveness and to engage in knowledge transfer activities, existing of practical approaches that support research about not the transfer of research results to SMEs. In these paper two approaches applied by the authors in two European projects are presented contributing to bridge research institutions and SMEs: creating practical applications of academic knowledge for entrepreneurs which are focused on the success of their business and motivate people to work together and working partnerships between industry, research and education helping SMEs to use new technologies.

**Keywords:** SME, Knowledge transfer, Entrepreneurs, PBL, Cloud Computing

### INTRODUCTION

In many countries the collaboration between research (knowledge producers) and industry (knowledge users) facilitating knowledge transfer is underdeveloped particularly referring small and medium sized enterprises (SMEs). Small and medium sized companies (SMEs) are the heart of Europe's economy, assuring economic growth and employment in Europe. Some of them have not survived the financial crisis; others have had to innovate in order to be competitive (European Commission, 2015). There are 21 million SMEs in Europe, supplying