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COOPERATION OF BUSINESS AND SCIENCE IN THE FRAMES OF TECHNOLOGY PARKS: CASES OF CEE COUNTRIES

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Abstract: *The paper reveals the competitiveness of national economy from the perspectives of interrelations between business and science in the system of technology parks. Different national political approaches toward the activity of technology parks are considered. The emphasis is done on the Central and Eastern European states, where the technology park is rather new instrument of the support for business.*

Key words: *technology park, agglomeration, innovation, triple helix, CEE states*
JEL: *R11, R58*

Competitiveness of national economy that is based on increasing role of innovations becomes of strategic importance under conditions of deepening globalization process. Innovations are one of the determinants of the effective production of goods and services, their quality, and thus provide a stable competitive advantage at the market. In developed countries technology parks are the main elements of the infrastructure in innovative model of national economy. They form a core of scientific and technological activities, fulfilling the function of the driving engine for innovation development.

In world practice a variety of terms are introduced to refer to technology parks. Among them: science park, high-tech (industrial) park, research park, cyber parks, innovation centers, R&D park, technological incubator etc. Despite such wide diversity of terms, there are minor differences between some of them. However, the common approach is to define such terms as equivalent. The use of different terms depends primarily on the region: in Germany – technology park, in the UK – science park, in the USA – research park, in France and Japan – technopole

Creation of technology parks is based on the idea of a comprehensive high-tech industry under the creation of new technologies. Important conditions for technoparks are existing technology R&D potential, availability of skilled labor and venture capital market.

International Association of Technology Parks defines technology parks as an organization managed by professionals whose primary purpose is to improve the welfare of the community by promoting the culture of innovation and competition among innovative businesses and research organizations. To achieve this, the technopark stimulates and manages the flow of knowledge and technology between universities, research institutes, companies and markets.

According to the Law of Ukraine „On Special Regime of Innovation in Technology Parks“ technology park (technopark) – is a legal entity or group of entities that act under the joint venture agreement without creation of new legal entity and without joining of deposits in order to create an organizational basis for introduction of developed high-tech projects in manufacture of globally competitive products.

Modern technology park is regarded as a territorial integration of science, education and production in the form of a union of scientific organizations, design bureaus, educational institutions, manufacturing companies or their divisions to accelerate the development and usage of scientific, technological and technical advances.

Activity of all technology parks occurs under the following three basic models: American (the USA, the UK), Japanese and mixed (France).

The American model of technology park based less on public funding and use more a variety of investment firms concerned. In Western Europe the bulk of funding for technology parks is carried by the state: the United Kingdom - 62 % Germany - 78 %, France - 74%, the Netherlands - 70 %, Belgium - almost 100%. In the USA and the UK there are three types of technology parks:

• science parks;

• research parks, developing innovations only to the stage of technical prototype;

• incubators (in the U.S.) and innovation centers (in the UK and Western Europe) in which framework universities rent out land, premises, equipment for startup companies.

The American concept of technology parks is widely used as the base model of the creation of technology parks worldwide but taking into account also local features.

The Japanese model of technology parks is based on public support and association of commercial companies. According to the Japanese model the construction of new cities is predicted – so-called technopolises. The first such project was in 1982 when 19 areas were selected, equally spaced on the four islands of the country. Technopolis has a clear list of „parameters“: the location in a 30-minute drive from the city-parents (with a population at least 200 thousand people.) and within 1-day drive from Tokyo, Nagoya or Osaka; the area should not exceed 500 square miles; modern enterprises, universities and research centers are combined with living area; harmony with local traditions and natural conditions. Technopolis has its own Code binding for all. Creation of technopolises is funded mainly at the regional level – from local taxes, fees, grants of corporations and various incentives provided by the central government. The core for a number of technopolises (Hiroshima, Kagosima) is the construction of scientific towns like Tsukuba. But still some of them are based just on the expansion of scientific and engineering faculties of local universities. Most universities create centers of „frontier technologies“ - joint research incubators and venture capital.

Mixed model of scientific parks represents French „Sophia Antipolis“ – the largest of them is located on the Riviera on the area of over 2 000 hectares, employing about 6 000 people.

Currently in the world act more than 2 000 technology parks and business incubators. The bulk of them are concentrated in the U.S., China, Russia, the UK, Germany and others. The first technology parks were an American phenomenon that emerged in the 1950s to meet the needs of entrepreneur researchers. Particularly the first technology park was based at Stanford University and later evolved in Silicon Valley.

In general, the development of technology parks in the world can be divided into 2 stages:

1. 1950 – the first industrial parks in the United States and its embryonic forms in Europe;

2. 1980 – the second wave of the creation of technology parks in the U.S. and Europe and the emergence of technology parks in Japan and other Asian countries.

The first technology parks in Ukraine have been established in 2000 for combining science and production activities at Paton Institute for Electric Welding, Institute for Single Crystals and Lashkariov Institute for Semiconductors and Physics.

The rapid development of the global process of technology parks creation reached the highest level in the second half of the 80s of last century. At that time, 23.38 % of the existing technology parks were created according to the International Association of Science Parks.

Technology parks in the structure of local production systems should be considered from two perspectives:

Firstly, local production systems need technology parks as sources of new ideas, inventions and discoveries that have the potential to become innovations and launch the first stage of product life cycle;

Secondly, most industrial parks are the gravity centers that are able to initiate powerful centripetal forces that lead to the formation of a new local production system within the technopark’s radius of influence.

And if the first aspect is relatively adequately represented in the economic literature, the second one is not fully considered.

Indeed, local production systems based on technology parks have a number of advantages, the main of which can be classified into three groups (Figure 1): generation of innovation, productivity growth, the creation of new start-ups.

Innovations generated by technology parks are often not related to the main activity of the local production system, leading to the creation of new technology departments or even companies. Newly established firms may have the form of joint ventures and belong to the parent company, but often they became independent competitors toward their initiators.

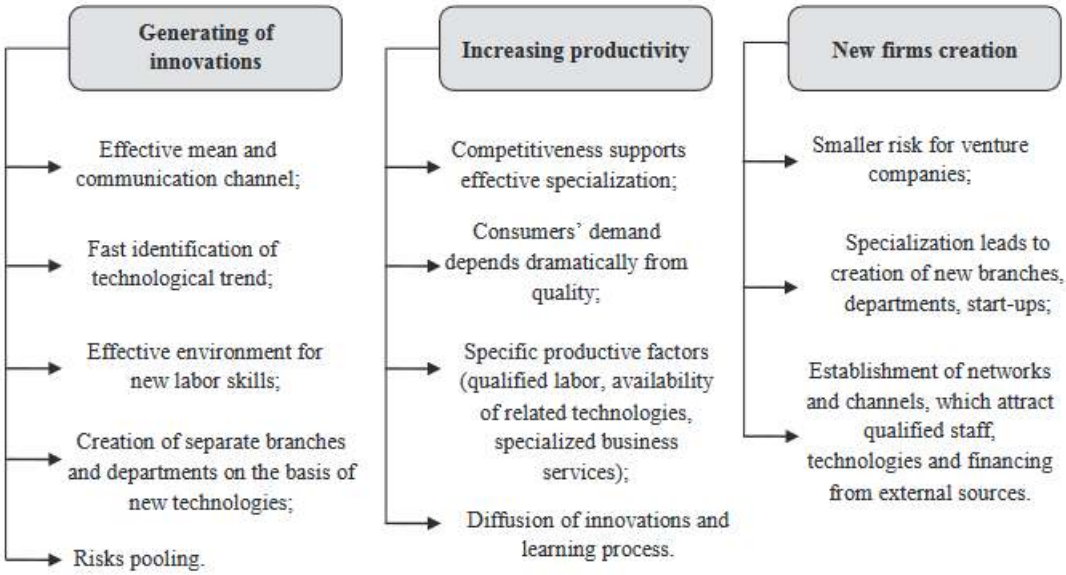

Figure 1. Advantages of LPS on the base of technoparks
Source: M. Lyzun, 2015

Innovations affect the localization of production because they stimulate economic and social growth. R. Florida argues that firms and workers tend to migrate to the centers of knowledge creation. There is also an inverse relationship - localization due to territorial proximity of cluster's members, creates favorable conditions for the transfer of knowledge (close professional contacts, „kitchen effect" etc.) that influence the intensity of innovation.

Localization is a prerequisite for further diversification by means of economy of scale. In less populated areas there is usually a closer relationship between social and economic elements resulting in considerable homogeneity of the system. In contrast, the effect of the love of variety always attracts new producers and consumers by expanding the boundaries of these local production systems.

Jacobs also notes that diversification expands the range of possible combinations of system components. The newly created combinations give an incentive to generate social change. This process is cumulative; it means that diversity creates even greater diversity. According to the theory Nemeth and Brown diversification prevents group formulaic thinking that reduces the risks associated with sudden changes in the environment. There is also an inverse relationship between innovation and diversification. Creation of an innovative product or even a new industry is connected with the growth of specialization in production of each member of agglomeration within existing sectors, leading ultimately to increased diversification of the overall system.

Thus, the structures which are based on the technology parks forms linkages between different sectors and can become important centers of innovation and economic growth poles. In Figure 2 the relationship is represented schematically between innovation, diversification and agglomeration initiated by technology parks in the frame of local production systems.

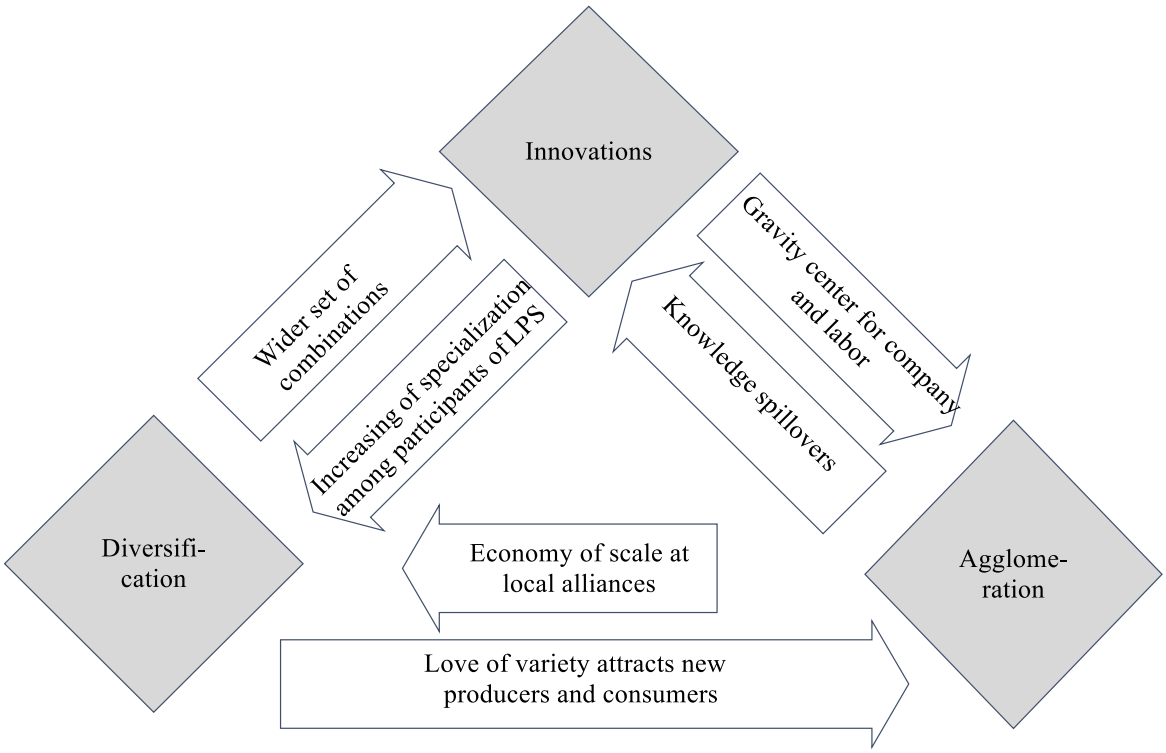

Figure 2. The relationship of innovations initiated by technology parks, diversification and agglomeration among members of local production systems

Technoparks are base institutions for nurturing local industries by forming an organic cooperative networks with the regions innovative institutions including industry, academy, researchs and governments, creating strategies and plans that fit the regions circumstances and characteristics and by discovering knowledge-based and small-but-technologically-capable businesses.

Thus, promotion of small business by technology parks may have the following forms:

- **Business Supports**: securing state-of-the-art equipments and facilitate sharing them; support for production and prototyping; provision of office space, technical and managerial consulting service; support for local and global marketing; nurturing and supply of capable workforce, etc.
- **Business Creation:** discover renowned technological businesses and support for business creation; technological transfer and commercialization of transferred technologies; securing high-tech businesses.
- **Technological Innovation:** discovery and promotion of innovative technologies through industry-academy-research cooperation; vitalizations of technological transfer and transaction; education and training of new technologies, etc.

In general, the more detailed mechanism of the effect of industrial park on enhancing regional competitiveness, revitalization of local authorities to strengthen cooperation between the actors of local production systems are presented in Figure 3.

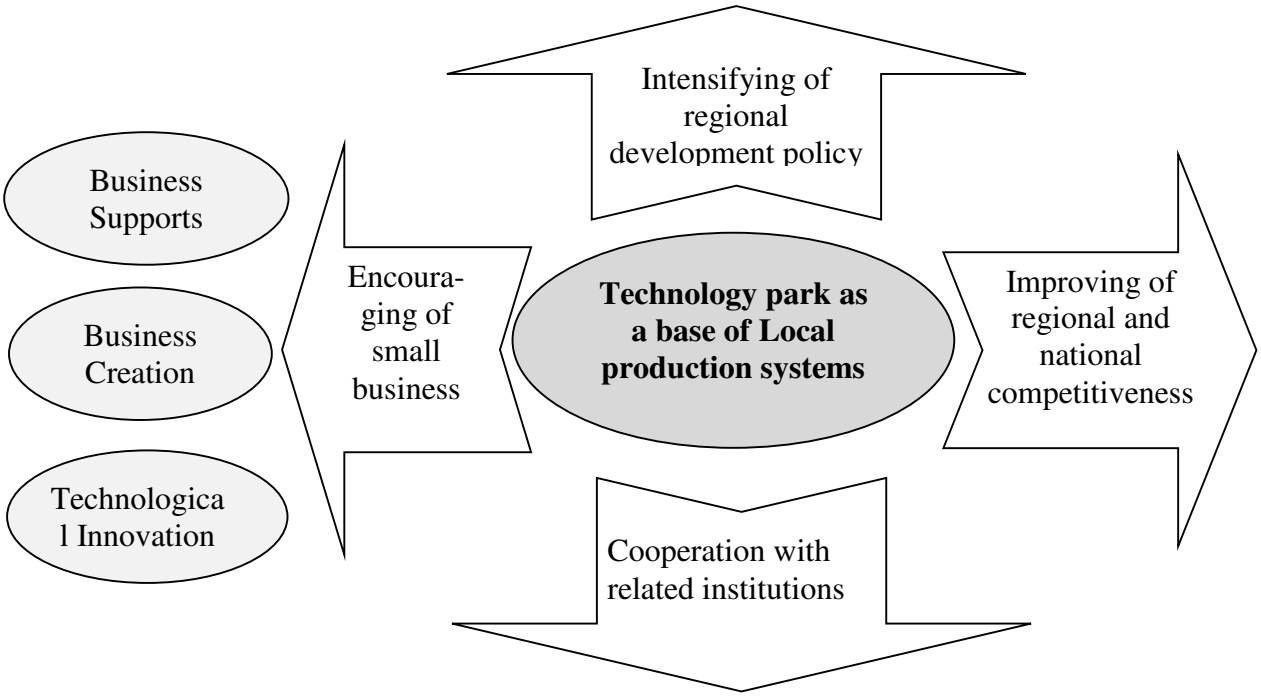

Figure 3. Technopark as a structural element of local production systems

Thus, in current conditions economic growth at both regional and national levels requires creation of appropriate conditions and mechanisms that encourage innovation and application of its results in economic practice. Worldwide experience shows that the process of establishing local production systems is crucial for regional development and technology parks are catalyst that contribute to the formation of knowledge-based industries and form the scientific and technical core of the entire economy. Innovative activity of companies that are parts of local production systems including technology parks is more intensive. Technology park is effective form of convergence of science and industry, that reduce to minimum the cycle „research-development-implementation". They concentrate highly qualified personnel of various fields of activity – scientists, developers, researchers, analysts, engineers providing the possibility of inter-industry research. They are usually equipped with unique facilities, data centers, labs creating excellent condition for the research and scientific experiments.

Development of technology parks in Central and Eastern Europe is at the initial stage. For example, in Poland the first technology park was established in May 1995 (The Poznań Science & Technology Park). The Polish Business and Innovation Centres Association, oversees the development of Poland's technology parks, its headquarters are in Poznań.

In Poland technology parks are typically treated separately from industrial and technology parks. The first are considered as a cluster of separate buildings together with a technical infrastructure, created with the aim of attracting an influx of knowledge and technology for scientific bodies and businesses.

The second are by contrast a cluster of separate buildings together with an infrastructure remaining after restructuring, the bankruptcy of an enterprise or of

other buildings added to it. These types of parks are formed with the assistance of local authorities and are aimed at providing preferential conditions for businesses, in particular for small and medium sized firms. The goals for industrial and technology parks are, primarily: providing offers of workspace for commercially viable companies that use new technology, attracting investors, creating jobs.

According to the Business and Innovation Centres Association and Entrepreneurship Centers there are currently 42 technology parks in Poland. The main of them are shown in Figure 4.



Figure 4. Main technology parks in Poland
Source: M. Staszków, Ł. Puślecki, P. R. Trąpczyński (2017)

The Science and Technology Parks Association of the Czech Republic belongs to the founding organisations of the Association of Innovation Entrepreneurship of the Czech Republic. It started its activities on July 27, 1990 and since that time it actively takes part in establishment preparatory work and assists in the activities of a number of Czech science and technology parks. STPA CR is a union of natural persons and legal entities that support an efficient course of the innovation process from the outcome of science and research as far as to the practice, participate in successful establishment of small and medium sized innovation firms, transfer of technology, hi-tech, and among others provide supporting services utilising infrastructure available.

In majority of cases the parks emerge from the transformation process of former research and development institutes, sometimes they are products of private initiative of individuals or of creative groups such as research departments or project teams that spin off from a larger organizations (state owned enterprises or research institutes). They continue in their activities as independent non-profit or commercially aimed companies, sometimes provided with useful buildings, offices, production space, laboratories, instruments and equipment by the parent

institutions. The key dislocation of technology parks in Czech Republic is shown in Fig. 5.

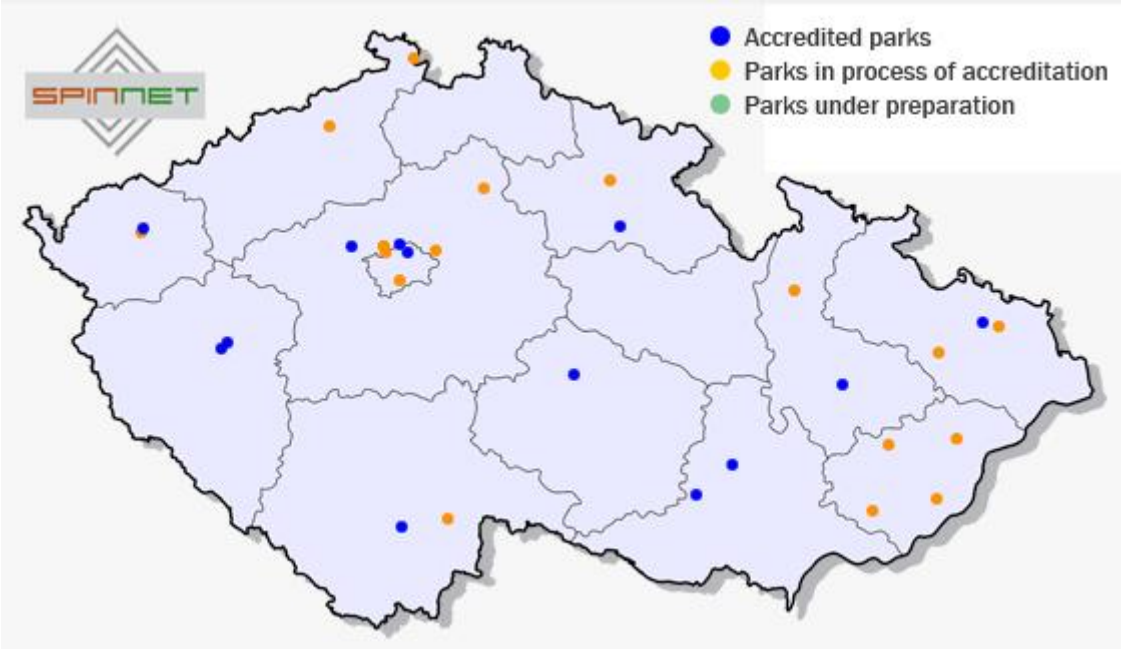

Figure 5. Technology parks in Czechia
Source: Science and Technology Parks Association of the Czech Republic

Until now, seven science parks have been established in Slovakia: The University Science Park for Biomedicine (Bratislava); the Comenius University in Bratislava Science Park; the University Biomedical Science and Technology Park in Košice (MediPark); the University Science park of the University of Žilina; the University Science Park TECHNICOM (Košice); the University Science Park at the Slovak University of Technology (Bratislava); and the University Science Park CAMBO (Trnava).

Also, five research centers were established in Slovakia: the Biomedical Center Martin; the AgroBioTech Research Centre (Nitra); the Research Centre of the University of Žilina; the Centre for Applied Research of New Materials and Technology Transfer (Bratislava); and the Research Centre for Progressive Materials and Technologies for Present and Future Applications „PROMATECH“ (Košice).

According to Ukrainian legislation, scientific and technologic parks are separated. However only two of them has shown real results.

Similar technology park policy is implemented in Hungary where the construction of six innovation parks around large universities is announced. However, there is a need for a large-scale government program that will provide space, infrastructure, venture capital and credit for the new parks.

Thus, the technology parks are the crucial driving force for regional development that proved their ability to attract and retain intellectual resources and lead to increased technological innovation and competitiveness.

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