**RICHIESTA PER L'ATTRIBUZIONE DI UN ASSEGNO DI RICERCA ANNUALE**

**Dipartimento di Scienze Aziendali – Università di Bologna**

**Titolo italiano:** Collaborazioni Università-Impresa

**Titolo inglese:** University-Industry Engagement

**Acronimo di progetto:** *E Ready Monitor*

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**Settore scientifico disciplinare:** ING-IND/35

**Durata del piano formativo:** 12 mesi

**Sede della ricerca:** CIEG-DiSA - Università di Bologna

**Progetto di riferimento:** Engagement Readiness Monitor (EReadyMonitor)

**Piano di formazione**

The activities that the beneficiary of the research grant will perform will be those scheduled within the EReady Monitor project.

Specifically, the project activities will be sequentially organized as phases (each 8 months) around project's main three IOs : (1) Engagement Readiness Investigation Report, (2) Engagement

Readiness Self-Assessment Framework and (3) Engagement Readiness Toolkit.

These activities will be accompanied by three complementary project activities: (4) Project

Management, (5) Dissemination & Exploitation.

1. INVESTIGATION - IO1 Engagement Readiness Investigation Report

To set the foundation for the creation of the IO2 Engagement Readiness Self-Assessment Framework and IO3 Engagement Readiness Toolkit, the investigation phase will be

conducted. The investigation phase will run for 8 months and will entail following activities:

- desk research (white and grey literature on university engagement and university-business cooperation)

- qualitative interviews with UBC experts and HEI managers

- benchmarking of the existing tools

- synthesis of the findings and compilation of the report

2. DEVELOPMENT - IO2 Engagement Readiness Self-Assessment Framework

The second phase of the project will be launched in M9 and will aim at developing and providing an overview of the validated scales to measure university engagement readiness to

cooperate with business, to ultimately create and validate the IO2 Engagement Readiness Self-Assessment Framework. The development phase will run for 8 months and will entail

following activities:

- scales development

- framework development

- pre-test of the framework

- validation focus groups

- finalizing the framework based on feedback from validation and pre-test

3. DESIGN & FINAL DELIVERY - IO3 Engagement Readiness Toolkit

During the last phase, the strategic partnership aims at designing and delivering the Engagement Readiness Toolkit (in a digital format) that will support HEIs to increase their

engagement readiness and effectively help them become engagement ready. This phase will launch in M17, last for 8 months and include the following activities:

- conversion of the framework into the online tool

- roadmap development

- case studies development

- design and launch of the toolkit

4. PROJECT MANAGEMENT

Bimonthly Progress Reports will be collected from all partners to monitor whether outputs, activities and tasks are on time and on budget.

5. DISSEMINATION AND EXPLOITATION

The foundation of the dissemination activities are the strong project brand, website and social media, and production of materials such as social media campaigns; media pack for the promotion of the events; project magazines and the promotional video.

The Exploitation and Sustainability Strategy will include actions to ensure maximum uptake of resources upon project completion and include public relations, and high profile stakeholder meetings, and showcasing the resources in further events.