

UNIVERSITY ENTREPRENEURSHIP AS A DRIVER OF INTELLECTUAL PROPERTY MARKET DEVELOPMENT IN THE REPUBLIC OF BELARUS

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Universities have always been centers for the development of intellectual property, and with the transition to the era of industrial and technological development, it was around universities that zones for the development of new technologies were formed. The influence of universities on technological development is impossible without the emergence and creation around the university the entrepreneurship community.

Keywords: university; entrepreneurship; entrepreneurship ecosystem; intellectual property; commercialization.

УНИВЕРСИТЕТСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО КАК ДВИЖУЩАЯ СИЛА РАЗВИТИЯ РЫНКА ИНТЕЛЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ В РЕСПУБЛИКЕ БЕЛАРУСЬ

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Университеты всегда были центрами развития интеллектуальной собственности, а с переходом в эпоху индустриально-технологического развития именно вокруг вузов формировались зоны развития новых технологий. Влияние университетов на технологическое развитие невозможно без возникновения и создания вокруг университета предпринимательского сообщества.

Ключевые слова: университет; предпринимательство; экосистема предпринимательства; интеллектуальная собственность; коммерциализация; трансфер знаний.

Modernization of university systems is carried out everywhere, aimed at increasing the competitiveness of higher educational institutions in the markets of innovative products and services. World experience shows that

universities as centers of innovation have higher efficiency than other exceptional scientific centers, since they simultaneously solve two important interconnected tasks: the creation of new knowledge realized in innovative products in demand on the market, and the development intellectual capital through training.

However, Belarusian higher educational institutions, including the leading university of the country - BSU, face problems in organizing and forming effective entrepreneurial activities of students and teachers, which does not allow the withdrawal of competitive products and technologies to the markets. Not the least role in this case is played by problems in the field of commercialization of the results of intellectual activity associated with the lack of a systemic nature, not based on modern infrastructure and not supported by professional personnel.

Today, the position of a higher educational institution is largely determined by its ability to adapt to the changing conditions of the external environment, as well as the ability to implement active entrepreneurial activities. This can explain the flow of management literature and the rest of the multitude of sources over the past 20 years on the assessment of entrepreneurial potential and on the management of innovative development. To be in the process of development and make progress in strengthening the level of competitiveness, the university must necessarily take into account the continuously changing conditions and requirements of the external environment, the factors of which are in dialectical contradiction, opposite and mutually exclusive trends.

The solution to this problem can be the formation of an ecosystem of entrepreneurship at the university, which determines the relevance of the selected topic of the article.

Historically, the role of the Belarusian State University changed depending on economic and social conditions, they had new functions, which is reflected in the characteristics of the models:

- University 1.0 – educational institutions that train specialists for professional activities in certain sectors of the economy and social sphere. The main mission is education;

- University 2.0 – educational institutions in which research work and the implementation of research and development activities play an important role. The main mission – education, joins a new function – conducting scientific research for the industrial sector.

- The modern stage of development requires universities to contribute more actively to the development of a knowledge-based economy through the commercialization of the results of research activities and the creation of new

knowledge-intensive enterprises. These tasks are fully met by the model of an entrepreneurial university (Entrepreneurial university) or University 3.0.

An integrative educational environment is being created at the Belarusian State University, ensuring the unity of the system "education – science – innovation - commercialization - production"

A new content of educational programs of the first and second stages of higher education, additional education of adults is being designed, aimed at developing the competencies and skills necessary for students to conduct entrepreneurial activities, and a comfortable environment is being formed for the implementation of innovative ideas.

Measures are being taken to create subjects of the innovative infrastructure of the intellectual property market to increase the efficiency of research and innovation activities.

The separate structural units have been formed aimed at developing the innovative potential of BSU through the formation of entrepreneurial competencies among the most active and talented youth of the BSU complex and assistance in creating small innovative enterprises by them, the BSU Startup Center and Startup Heart competition.

Within the framework of the project, the University also supports student initiatives pursuing the development of entrepreneurial initiative. In particular, the development of the Startup Space youth entrepreneurial community.

The center is subordinate to the vice-rector for scientific work. The Main Directorate of Science oversees the work of the Center.

The purpose of the Center's activity is to develop the innovative potential of BSU through the formation of entrepreneurial competencies among the most active and talented youth of the BSU complex and assistance in creating small innovative enterprises.

Such structures attract residents, helped with the coordination of business projects during their initial development. And at the end of the creation of intellectual property, the question of its commercialization becomes.

How can intellectual property be used at a university?

1. Publishing activities and other forms of sale of products containing intellectual property (release and sale of software, training courses, etc.).

2. Intellectual property can be introduced into the commercial activities of third parties, both existing and specially created with the participation of the university, based on licensing mechanisms.

Since the university, as a rule, does not have its own production base and in most cases cannot independently engage in production, the main forms of intellectual property implementation for it are:

- Implementation within the framework of the activities of existing companies interested in obtaining the right to use university developments;

- Implementation through the creation of new companies, including with the direct or indirect participation of the university [1, p. 24].

The most common model of commercialization of university developments is the creation of small innovative enterprises. A company's spin-off or spin-out is a small innovative enterprise (IIP), in accordance with the terminology generally accepted in the world.

References

1. *Clark B. R.* Creating Entrepreneurial Universities: Organizational Pathways of Transformation; trans. from English. A. Smirnova. M.: HSE Publishing House. 2011. P. 240.