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INNOVATIVE MANAGEMENT OF A UNIVERSITY

Abstract:

The transformation of universities from the classic model to the entrepreneurial university and later to the innovative university is the stimulator for the creation of a knowledge society providing the foundation for an economy based on knowledge. This process is the effect of internal disputes running between traditionalists and pragmatists at universities. Among the traditionalists there is a conviction that knowledge is of a theoretical dimension that comes down to the value of discovery, retention and conveyance of knowledge in its own right.

The aim of the herein paper is to conduct an analysis of the process of innovative management of a university, while also to define the innovative features of a university and the principles of management of a university of the third generation.

The effect of the pilot research conducted is the proposal of the model of the university of the third generation, whose development is generated by constant innovation, cooperation with the economy, while also social partners and civic society.

Keywords:

Management of university, Innovative university, Knowledge university, Network cooperation

JEL Classification: M10, M19, I25