

Doctoral Thesis Review

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Topic: Entrepreneurial University in Development of Innovative Regions

The topic of work is very up-to-date and it fits in the field of management and economics and I believe that the model of triple helices (triple helix) is a very important element of regional development in the Czech Republic and the European Union. The author draws on the work of Etzkowitz as well as some experience in the business of universities abroad. It might be useful to examine in detail the intentions of Jan Bata and the roots of entrepreneurship in the Zlín region, but also some activities in the Czech Republic arose in recent years - corporate and university initiatives in the area of incubators and innovation centres.

Interesting business models have arisen in universities in Germany in the 50s in the form of Fraunhofer Institutes. Today the organization operates more than 12 thousand people, and this model for decades in Germany, brings the amount of innovation and spin off companies. The Doctoral model did not mention this model in the work.

The objectives of the work made on the pages 14 through 15 are clear, ambitious and partly beyond Doctoral thesis. The author in much of the work paid attention to a detailed analysis of the literature and our own research, which mapped views of 8 organizations from Russia and the Czech Republic. The question is, why did she chose these organizations and what is their representativeness in the survey? Why were not in this survey included the experience of successful entrepreneurial universities abroad?

Summary of the survey on page 76 is quite general.

A practical model of this work is the adaptation of Tomas Bata University in Zlín in the model of the entrepreneurial university. In this context, there are several questions I have:

1. Is a model of entrepreneurial university a part of the structure of TBU in Zlín?
2. Are activities listed on page 81 sufficient for a successful transformation of TBU in Zlín into an entrepreneurial university?
3. Does TBU in Zlín have a sufficient human capital to launch business activities? Enterprise and entrepreneurship can not be achieved by training and retraining people.
4. As a former state university worker I believe that universities in Slovakia and the Czech Republic do not have the ability to transform on their own. I think that entrepreneurial universities can rather arise in the space of business and entrepreneurs as a separate model.

Will be the author able to convince me on the contrary, when she suggests the transition model for TBU in Zlín?

5. What time, human and financial resources does she envisages for the establishment of entrepreneurial universities in the minimum range?

6. The transformation algorithm on page 98 seems to me a very simplified and general - the author can explain the details – indicators and criteria, the implementation and development procedure of corporate culture?

7. What does the author think about entrepreneurship in the Czech Republic, where the word entrepreneur is used as a negative word, where significant successes in elections belong to the Communist Party, where a large part of the society satisfies with a good job in the state service or in foreign companies? There is no need to lead young people to entrepreneurship, creativity and responsibility at lower levels of education?

8. Entrepreneurial universities should be taught also by entrepreneurs; students will be from various areas – starting entrepreneurs, existing entrepreneurs, ordinary students with different education. Does the author have ideas of the study plans, ideas, subjects, scope of study and its forms?

9. The structure of university business on page 94 reminds me of a current university with many officials, “magnificences and spektábilis”. Does not the author think of the creation of a leaner and more flexible structure?

10. Can the author further describe the activity of the Quality Management Center and Corporate Culture Center in the proposed structure?

The thesis is handled transparently, with a minimum of errors and misprints, its design and content may have theoretical and practical benefits for scientific management and economics department and the development of the Zlín region and the Czech Republic.

I recommend the thesis for the defence.

Žilina, 4 June 2009


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