



FP7-PEOPLE-2013-IAPP Marie Curie **Industry-Academia Partnerships and Pathways** (IAPP)



Final conference under the project "Cooperative business and innovative rural development: Synergies between commercial and academic partners"

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Cooperative movement worldwide reveals as crucial factor that accumulates the capacity to contribute to various sectoral development, economic growth and social welfare.

Cooperative movement is considered as tool for collection of:

- sectoral progress
- economic, financial and social development
- sustainability



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Even all main actors and conditions of the cooperative movement are well known and analyzed in details, it is evident that a huge gap exists between the expected results and determination the most appropriate ways of recovery the collaborative action between the institutions, government, society and the socio – economic conditions.



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The problem gives space for discussions among science, business organizations and both authorities — on regional and national level.

It is mainly oriented in recognition the regulatory mechanism and financial targets which are strongly linked to:

- Stimulation of the cooperative actions
- Transformations of the sector in well –balanced, dynamic and progressive system



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It is collected a massive number of theoretical knowledge within the project (structure of the institutions, cooperation between the actors, socio-economic condition, authorities, policy framework etc...).

The analysis intends to built the conceptual framework for better understanding of the cooperative business not extracting it from the place of its action and it also has to share the knowledge and the practical experience collected from the participation of the various actors.



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The main objectives identifies during the action of the project are summarized:

- Understanding the key factors of creating a successful business model –political , cultural , historical and economical.../ Harmonization of the key factors in the process of making the business model
- To understand the mechanism the cooperative model shows resistance to environment inconveniences – adapting and modifying the capacity potential , formulation of new market strategies , cooperation and enlargement , legislation reforms , mechanism for costs reduction
- To understand the synergy between the production and the commercial part in the cooperative (differentiation and specialization functions) as a respond of the market circumstances
- To learn the strongest marketing strategies used for market share accumulation



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The main activities in which we were involved to cover the project criteria:

- The practical experience as promoter of the practical calls within the project (slide 8)
- The practical experience as promoter of the dialogue between business and academia (slide 9)
- Reception of knowledge as instrument for practical upgrading (slide 10)



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The roles of the researches within the project recognized as practical:

Formulate the working process and the opportunities that the business model gives

Formulate the current process and solutions that might have possible application

Make comparison of the business models seen in different countries and apply the good practices in the home country

Contribute to theoretical knowledge thanks to accumulated with practical experience

Role of the researcher and description of the research work in the performed activities

Evaluate the advantages and disadvantages of the identified business models and make conclusion of the efficiency, identifying the defects and the removal



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The roles of the researches within the project recognized as communication between business and academia:

Analyze the projects involved in the local development strategies

Identify the key factors contributing to the rural areas development

Explore the available ways to transform the cooperative sector in a new, dynamic, competitive to market needs system

Learn and understand the main links between the different players in the local sector and its importance to the development of the sector

Understand of the critical components of the institutional system

Role of the researcher and description of the research work in the performed activities

Sustainable "university – business" dialogue, widened international co-operating relationships



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New domestic business contacts in the sector, outside the sector and abroad

Using the potential of the academic partners to contribute to company business activity – advices, knowledge, experience

Promotion of the company beyond the territory its action

Positive feedback for participating in future projects

Business partners advantages

Creation of new company image in front of the institutions, current and the potential contacts

Due to the knowledge accumulation and improving the experience, the business may analyze its place on international level and easily recognize the strategies to achieve the target goals

Adding value in education, training and expertise of the company researchers



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Successful stories:

- Many ideas are visible thanks to the accumulation of the huge theoretical and practical sources;
- Good practices extracted from the dialogue expansion between the institutions and the organizations;
- Network creation on national and international level (good connections between the partners evaluate in good relations);
- Opportunity for using of the accumulated expertise and its adaptation according to the socio-economic circumstances.





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THANK YOU!

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