

# **Towards Building a Creative Partnership System between University and Business Sector - Experience and Model for Sustainable Life Cycle**

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## **Abstract**

In today's world, business organizations are struggling to increase its capacity, responding to market conditions, and searching for new opportunities for excellence. They have been found in cooperation with universities, an important source of knowledge and new ideas. Previous studies review, especially the official reports in Syria, have shown that there is a gap in the process of knowledge transfer from the university to the business sectors of production and service, because of the weakness or absence of an enabling environment that links the results of scientific research to development plans, and that there is a need to bridge this gap. After reviewing previous studies and experiences in the Western and Arab countries, and the partnering practice in Syria, basing on the methodology of Interpretive Structural Modeling, it has been building a system of creative partnership between the university and the business sector; it is characterized by vitality and sustainability. It includes the

components of the immediate environment: the university, the business sector, market forces. The working mechanisms and fulfilment stage of the system have been described, including: preparatory stage, feasibility study, requirements, designing the new system, providing resources, implementing, and finally evaluating the results, and the challenges which it will face. This research ends by some recommendations that start with the deployment of Awareness of the importance of creativity partnership and benefits for all partners

For the Paper in Arabic Language See the Pages (327-364)