Chapter 12
University Social Responsibility: A Framework That Places It as a Strategic Partner to a European Digital Single Market – The Role of Technology-Based Universities

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ABSTRACT

This chapter highlights the role of technology-based universities in public-private partnerships (PPP) to strengthen and deploy the digital single market strategy. Moreover, it analyzes how these collaboration channels have link knowledge management as a tool for sustainable collaboration. Given the need to establish collaboration channels with the private sector, according to Lee, it is critical to establish the impact of sharing sophisticated knowledge and partnering at the same time. This chapter wants to highlights two relevant aspects of PPP: on the one hand, the importance of integrating the participation of a technology-based university with three objectives: (1) the coordination, (2) the funding management, and (3) the dissemination of results; and the other hand, the participation private sector that is represented by agile agents capable to execute high-value actions for society. With the recognition of these values, the investment and interest of the projects under way are justified by public-private partnership.

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INTRODUCTION

The presence of universities information and communication technologies are incrementing the global needs to pursue new knowledge and new value creation through cooperation instead competitiveness (Hagen, 2002). The understanding of the interorganizational collaboration relationship between Public-Private Partnership (PPP) is considered knowledge-based add high value to the network involved and breed new knowledge (Boland et al., 2012). The role of PPP applied in the development of digital infrastructure contributes to the European Market transition processes to a standardized Digital Single Market (DSM). The present chapter is based on the analysis of the role of universities as strategic knowledge management partners in European Consortiums to DSM initiative funded by Connecting Europe Facility Telecom- European Commission.

The relevance of knowledge management in collaborative environments is an essential tool that add value and strength the sustainable advantage between the partners involved (Pérez et al., 2004). Collaboration between government, universities and business starts to be a common condition to effective results, where the role of government is to ensure the economic growth on a national, regional level and beyond. Meanwhile the universities provide knowledge and ensure the dissemination of the results and the private sector is on charge provide practical solutions and contribute to the increment of competitiveness (Kesting et al. 2018).

The current European PPP conditions create a symbiotic environment that enhance the university involvement. However, to what extend the government-university-industry alliance meet success regarding technology-based projects? On the one hand, the PPP application and effectiveness in the creation of a sustainable DSM pursues the application of knowledge shared and corporate social responsibility under collaborative conditions. On the other hand, the DSM partnerships funding require adequate guidelines to accomplishing the goals and its sustainability in the long term where the digital innovation is centered on knowledge sharing.

BACKGROUND

Collaboration between entities and knowledge management in network contexts is considered as a key success factor in the development of shared information management units. Recently the attention has been focused on how organizations learn from their partners and develop new capabilities through knowledge sharing throughout collaborative endeavors (Tesavrita et al.2017). Due to knowledge management in collaborative environments is considered as an enabler that facilitate trusts, learning, formalization of new skills and capabilities to develop new processes and to improve the organizational performance (Dixon et al. 2014; Lee & Choi, 2003; Lopez Hernandez et al. 2019).

Knowledge management processes are established, as well as the incentives and barriers that arise when public and private entities come together in extensive agreements for the management and governance of joint action and work segments (Emerson et al. 2012). Sharing knowledge basis are used to developing and launching technological based projects, driven through European Consortiums. These consortiums focus on integrating regions and removing cross-border barriers (Boland et al., 2012).

The European Consortiums that works toward the DSM development is integrated by private-public organization that sometimes are leaded by other public entities such as –universities and government, and private sector, that most of them are Electronic Data Interchange Providers (EDI Providers). The