

## عنوان مقاله:

The Significant Role of Mutual Understanding in the Strategic Management of Relationship between Industry and University

## محل انتشار:

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## خلاصه مقاله:

Today, the link between industry and university, with the expansion of factors such as globalization, the daily increase of competition at international level and fast changes of technology has changed towards the fast development of knowledge market. The purpose of this article is to identify the main foundations of the cooperation and link between universities and organizations. If they are properly and effectively managed, the resulting interests will be at a maximum level. The research methodology is of the descriptive-survey type by using the library sources and theoretical academic bases. In fact with the use of Johari Window and its application in the intra-organizational links, it is possible that with the increase of the vivid area, to increase the rate of awareness of university and industry about each other. In this process, if only one side takes action to self-openness and the other does not do it, the link will not be established. So, one of the measures which should be taken by universities and industries in line with the link between industry and university is to call the trust of both sides with the self-openness and understanding. The results show that the presence of university in industry and on time information dissemination and paying attention to the needs of the industry on one hand and on the other hand, the presence of industry in university and paying attention to the abilities of universities and giving their own research needs to them will bring about the growth and flourishing .state of the country

## کلمات کلیدی:

Link between Industry And University, Research Centers, Self-Openness, mutual understanding

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