

TRIPLE HELIX: THE INTERACTION THAT BENEFITS ECONOMIC DEVELOPMENT

Gabriela R. Souza *, Mariana Z. T. de Lima

Abstract

The present work was developed from the review of published articles on the subject addressing the relationship between university-industry-government, Triple Hélix. It is observed that the incentive of the cooperative establishment links between the Triple Helix has been showing a growth, after the implementation of public policies through "Innovation Law". However, there are still several barriers that discourage this interaction, therefore it is necessary to seek ways to encourage the establishment of new ties, in a view of how much cooperation between them is important for economic growth and social development based in knowledge.

Key words:

Innovation, Triple Hélix, Cooperation

Introduction

The society seeks solutions to social problems and in order to this development, it is

necessary the creation and innovation of products and services, since those elements boost the socioeconomic and technological development of the country (AUDY, 2017).

In this context, the knowledge based economy, it is stated three relevant organizations to provide such market needs: universities, productive systems and finally the government – Triple Helix.

The objective of this article is make a theoretical research about recent success cases of organizations that established cooperation relations with the Triple Helix, as well as the barriers that discourage these relationship.

Results and Discussion

The university is going beyond its fundamental functions of research and teaching. And it was from new stimuli that she came to intervene and participate in the economic and social development of the community, and with it becoming a way of potential innovation, in which a vast number of research, knowledge and intellectual capital is concentrated. Therefore, it aims to transform itself, enabling its students to solve real problems (AUDY, 2017).

Although innovation is concentrated in all areas, it is present with relevance in the business sector. Because of this, it is essential to intensify partnerships between universities and companies, bringing innovators and innovations together (GOMES, COELHO and GONÇALO, 2014).

In order to this cooperation to happen, it is necessary that the government stimulates public policies that help in the innovation process, to formulate laws that favors this union and to be a funder in the development of research. This interaction between university, business and govern, known as Triple Helix, is capable of grouping assets to generate innovations and develop diverse opportunities. However, this cooperation does not happen satisfactorily in Brazil, since the barriers outweigh the benefits of this relationship (ETZKOWITZ and LEYDESDORFF, 1995). This relationship brings benefits to both companies and universities. Companies can gain access to new talents and skills, expanding their intellectual capital by including young people with innovative creative potential, allowing a competitive advantage superior to other organizations. While the universities approach their students from real

situations, forming professionals increasingly prepared to meet the requirements of the market (ABD RAZAK and WHITE, 2015).

Among the barriers, such as the different objectives between the segments involved, the requirement of intellectual property secrecy, the complexity of the contracts to be negotiated and the confidentiality of company information, for this relationship actually happen, it is important to overlap and exploit the advantages in detriment of the obstacles, to instigate new links (ABD RAZAK and WHITE, 2015).

Conclusions

It is noted that the cooperation called Triple Helix shows signs of existing, with the regulated of the Law of Innovation in Brazil, in 2005, which encourages the establishment of cooperative contacts between university and company, but still there is a long way to strengthen this relationship and put it in practice (STAL and FUJINO, 2005).

Finally, it should be noted that, even with this trinomial containing institutions with different objectives, they aim to achieve the same goal and to contribute with the technological and sustainable development of society. Cooperation between Triple Helix, based on innovation, is the most effective way to meet social demand. Therefore, it is important for each organization flexibility, within its reality, thus contributing to Brazilian economic growth.

Acknowledgement

I would like to thank you the support and scholarship of Mackenzie Presbyterian University and the support of my supervisor Prof. Mariana Zuliani Theodoro de Lima.

ABD RAZAK, A., WHITE, G. "The Triple Helix model for innovation: A holistic exploration of barriers and enablers". International Journal of Business Performance and Supply Chain Modelling, Vol. 7, No. 3, p. 278-291, 2015.

AUDY, J. "A inovação o desenvolvimento e o papel da Universidade". Disponível em:

<http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0103-40142017000200075. Acesso em 31 de junho de 2018.

ETZKOWITZ, H., LEYDESDORFF, L. "The Triple Helix---University-Industry-Government Relations: A Laboratory for Knowledge Based Economic Development." University of Amsterdam, 1995.

GOMES, M.A.S, COELHO, T.T., GONÇALO, C.R. "Tríplice Hélice: a Relação Universidade-Empresa em Busca da Inovação". Recife: Revista Eletrônica de Gestão Organizacional, 2014.

STAL, E., FUJINO, A. "As relações universidade-empresa no Brasil sob a ótica da lei de inovação". São Paulo: Revista de Administração e Inovação, 2005.