

PROMOTING ENTREPRENEURSHIP AND DEVELOPING AN ENVIRONMENT FAVORABLE TO SMES

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ABSTRACT: The article aims at charting possibilities of knowledge transfer between university and business environment, especially SME. Universities and other public sector research have accumulated much practical experience over the years in the transfer of knowledge across the divide between the domains of publicly produced knowledge and the private exploitation of it. This article has a specific focus on universities as a regional channel for business development in a cross-border area. The research questions of this paper are: How does the university contribute towards building the cooperation between cross-border partners? Studies, analyses, research activities to provide quality information and enough relevant data for the development of the exchange of good practices? The study will conclude by recommendations how to support to develop university networks and enterprises for business development.

Key words: enterprises, innovation, investment, networks, university

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