



Development of academic entrepreneurship: project management of innovative technologies in the market of medical products and services


Associate Professor Stanislav Filip, PhD,

Associate Professor Nadiya Dubrovina, CSc., PhD,

School of Economics and Management in Public Administration in Bratislava

Introduction

- HEALTH and Healthcare as an important area or research
- Health is an important value of the human resources in the modern economy.
- Nowadays health care industry is an example of new innovative technology and needs modern management and essential funds to efficient realization of basic and advanced functions for support of good health state of the population in the country.
- E-health, health literacy and education of patients, development of innovative technologies for health system and health gadgets for patients and households are the main trends in modern health system



Scientific project IGA 3/2020-M “Improving Healthcare efficiency: new trends and challenges”. (Funder: VSEMs IGA VSEMs, i.e. School of Economics and Management in Public Administration)

- *Duration: 2020-2022*
- *The purposes:*
- *to study the structure of sources and dynamics of financing of health care institutions in Slovakia and other countries;*
- *to define methods of management of material, human and financial resources of health care institutions of Slovakia and other countries;*
- *to formulate the most important directions of improvement of management of material, human and financial resources of health care institutions of Slovakia and other countries;*
- *to develop a mechanism for making decisions on the effective use of budget and private funds by health care institutions of Slovakia and other countries;*
- *to develop projects for support of innovative technologies in medicine and health care .*
- *Partners: HEIs from different countries, medical and health care institutions, social and education centers*



INTERNATIONAL STUDENT PROJECT

"DEVELOPMENT OF ACADEMIC ENTREPRENEURSHIP: PROJECT MANAGEMENT OF INNOVATIVE TECHNOLOGIES IN THE MARKET OF MEDICAL PRODUCTS AND SERVICES"

➤ **Purpose of the Project :**

- international interuniversity cooperation and academic entrepreneurship
- professional development of talented and students
- innovative technologies and new products / services
- skills in practical management and startups,
- ability to work in a team, leadership
- financial and economic literacy
- promotion of academic entrepreneurship

PROJECT OBJECTIVES

- Introduction and co-operation of the members of ISP
- Formation of the international interdisciplinary teams
- Trainings for teams
- Running virtual corporations and formation of Organizational Structure of virtual corporation (departments, their functions and documents),
- Basic terms, reports and Decision making,
- Analysis of the current situation on the product in health industry market and development of the strategy for the virtual corporation
- Presentation of the annual report and strategy for the virtual corporation
- Evaluation of the outcomes of international team
- Participation in the development of international project for support of innovative technologies in medicine and health care
- Presentation of the innovative projects for health care system

Universities and Institutions – partners of the project

- ▶ SCHOOL OF ECONOMICS AND MANAGEMENT IN PUBLIC ADMINISTRATION IN BRATISLAVA
- ▶ SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS
- ▶ WEST UKRAINIAN NATIONAL UNIVERSITY
- ▶ NATIONAL AEROSPACE UNIVERSITY "KHARKIV AVIATION INSTITUTE"
- ▶ KHARKIV NATIONAL UNIVERSITY OF RADIO ELECTRONICS
- ▶ KHARKIV NATIONAL MEDICAL UNIVERSITY
- ▶ BERDYANSK STATE PEDAGOGICAL UNIVERSITY
- ▶ KHARKIV INSTITUTE OF TRADE AND ECONOMICS OF KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS
- ▶ INTERNATIONAL MEDICAL UNIVERSITY
- ▶ INSTITUTE FOR STUDY OF SPATIAL DEVELOPMENT
- ▶ NGO "VIVAT SOKRAT"

CONCLUSIONS

The expected results of our projects are:

- development of international interuniversity cooperation and academic entrepreneurship;
- professional development of talented and enterprising students for further scientific and entrepreneurial activities;
- familiarization with innovative technologies and new products / services in the market of medical goods and services;
- development of students' skills in practical management and management of innovative projects - startups,
- the formation of the ability to work in a team, to be leaders, to be able to plan tasks and manage projects
- increasing financial and economic literacy among students of non-economic specialties,
- developing their cooperation with students of economic universities;
- preparation and selection of the best projects presented by a group of students for further promotion in competitions for startups or academic entrepreneurship support programs.