

## PREFACE

Academic entrepreneurship (AE) is an interdisciplinary and complex socio-economic phenomenon that has gained the growing interest of scientists all over the world, however, research in this domain is still insufficient. From the scientific perspective, there is not a commonly used definition identifiable in international studies, and the practice shows different levels of AE according to the institutional context or geographical location.

The lack of common understanding of the AE concept within the scientific community raises the opportunity for the discussion about the different aspects of the phenomenon and encourages the interchange of experiences from diverse institutional environments. Notably, scientific contribution to the understanding of AE from the CEE countries is rather scarce, but we believe that the presentation of this collection of context-related cases could give a new insight into the AE phenomenon.

The present book is intended to contribute to the discussion on different issues related to AE from both theoretical and practical perspectives, on the basis of experiences drawn from the Polish higher education context. The subsequent chapters of the book present the interdisciplinary approaches of the authors who are all professionally associated with the Poznań University of Economic and Business in Poland (PUEB). The idea of the book development appeared within the project entitled ‘Academic Initiative on Entrepreneurship and Innovation at PUEB’, financed by Santander Universidades.

The book consists of three parts. The first part refers to the theoretical issues related to defining AE as a socio-economic phenomenon. In the first chapter, the author aims to present the current advancements in AE conceptualization and studies as based upon international literature review. AE is presented here as an evolving concept with a distinction between traditional and emerging perspectives, which are also connected to a narrow vs. broader scope of the concept. The second chapter presents AE as a process related to the commercialisation of knowledge generated at the universities in line with the Knowledge Spillover Theory of Entrepreneurship. The author highlights university invention as the source of

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entrepreneurial opportunities that are further leveraged by entrepreneurial resources and reconfigured to develop entrepreneurial competences leading to knowledge and technology commercialisation. In this way, the author proposes an integrative process model of academic entrepreneurship.

The second part of the book presents AE from the practical point of view, taking into account experiences from PUEB. According to the traditional view of AE as the commercialisation of university invention, the author of the first chapter of this part presents a case study with the subsequent stages of the commercialisation process, on the example of active packaging as developed at PUEB, from basic research, to the attempts of proper commercialisation. The next two chapters in this part refer to the entrepreneurial attitudes and perspectives of running own businesses in the COVID-19 pandemic context, as experienced by students of the economic faculties at PUEB. In this sense, the authors refer to the broader definition of AE that also covers students as actors of the phenomenon.

The last part of the book contains two chapters that show the broader perspective of relations between universities and business partners and the outcomes of such cooperation for society and economy. Given the applied nature of the field of academic entrepreneurship, in the first chapter, the authors argue for application diploma theses at Polish universities, thus, providing a discussion of the entrepreneurial model of universities. The second chapter refers to the new skills, such as data analysis and processing skills, required in the digital economy and in entrepreneurship for the development of innovative products and services. Moreover, the authors consider the role of universities and university programs in the education of future specialists in this field.

This book was designed for university students and researchers, as well as for others in industry and public service that are interested in the academic entrepreneurship phenomena. Therefore, it offers a framework to interpret and understand academic entrepreneurship as a multi-level approach and opens up a wide range of research opportunities and policy-maker recommendations for the future.

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