

4th Balkan Forum 2022

“Digital transformation, networking, collaborations and convergences in the Balkans”, October, 5-2022, Thessaloniki, Greece



***KNOWLEDGE FOR THE FUTURE***

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Togetherness, for me, means teamwork. It makes us reflect how completely dependent we are upon one another in our social and commercial life. The more diversified our labors and interests have become in the modern world, the more surely need to integrate our efforts to justify our individual selves and our civilization.

— *Walt Disney* —

AZ QUOTES

Source: <https://www.azquotes.com/quote/1177621>

## Strategic alliances and networking in the higher education

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Source:  
<https://visionedgemarketing.com/strategic-alliances-drive-growth-guidelines/>

## Strategic Alliances: An Alternative Path to Growth

### **Strategic Alliance Definition: a common definition**

A strategic alliance refers to a business agreement where two organizations join forces to accomplish a mutually beneficial goal. Each participating organization preserves its independence and autonomy in a strategic alliance, remaining an individual entity while working toward shared objectives.

Organizations may choose to establish a strategic alliance to break into a new market segment, expand their customer base, gain a competitive advantage, improve product offerings and grow business.

(Source: <https://harappa.education/harappa-diaries/strategic-alliance-meaning-examples-and-types/>)

## Examples Of Strategic Alliance

- As evident from the definition of strategic alliance, when organizations come together to achieve a common goal, they benefit from greater market reach, improved brand image and recognition.

### Some examples

- Spotify And Uber: A prominent strategic alliance example is the partnership between Spotify and Uber. The strategic alliance between the two organizations allows Uber users to connect to Spotify and stream their favorite music while on a ride. Not only does this personalized experience provide Uber with a significant edge over its competitors but it also helps Spotify gain access to a wider customer base. Uber riders are encouraged to subscribe to Spotify Premium for a wider range of music.
- MasterCard And Apple Pay: Apple's collaboration with MasterCard is another strategic alliance example. Apple partnered with MasterCard while launching the Apple Pay system for contactless transactions. MasterCard customers could pair their card with an iPhone to make payments without having to use a physical card. Through this strategic alliance, MasterCard was able to up its brand presence by associating itself with a leading-edge organization such as Apple. MasterCard's expertise helped Apple refine Apple Pay by addressing bugs and resolving issues for customers promptly and efficiently.

(Source: <https://harappa.education/harappa-diaries/strategic-alliance-meaning-examples-and-types/>)



## Types Of Strategic Alliance

- Equity Strategic Alliance
- Non-Equity Strategic Alliance
- Joint Venture

Selecting the right type of strategic alliance is crucial to the success of the new business or initiative/activity (in the case of higher education entities) undertaking.

Universities need to look at their own unique needs and objectives to decide which type of strategic alliance would benefit them the most.

Irrespective of the type, the essential meaning of a strategic alliance is to help each participating organization share project costs, improve operational processes, overcome threats in the market, mitigate risks and maintain its market position.

# Advantages And Disadvantages Of Strategic Alliance



Source:  
[https://www.ey.com/en\\_it/strategy/public-private-partnerships-in-higher-education](https://www.ey.com/en_it/strategy/public-private-partnerships-in-higher-education)

## Advantages

A Strategic Alliance Helps An Organization Break Into New Sectors And Market Segments.

When Organizations Establish A Strategic Alliance, They Combine Their Resources And Expertise To Accomplish A Shared Goal.

The Meaning Of A Strategic Alliance Is That It Allows Each Participating Organization To Learn From One Another's Skills And Experience And Enhance Their Service Offerings.

A Strategic Alliance Helps Organizations Establish Economies Of Scale By Lowering Costs And Increasing Production Through Shared Resources.

# Advantages And Disadvantages Of Strategic Alliance



## Disadvantages

Each Participating Organization In A Strategic Alliance Is Different With Its Own Unique Work Culture. When Such Organizations Come Together, This May Result In A Culture Clash With Arguments Arising About Preferring One Organization's Policies To The Other's.

A Strategic Alliance Runs The Risk Of Falling Prey To Unequal Participation Of The Organizations Involved. One Of The Organizations May Find Itself Contributing More Time To The Venture Compared To The Other Without Enjoying Greater Benefits.

Lack Of Trust And Communication Between Participating Organizations In A Strategic Alliance Can Lead To Conflict.

University structure  
include  
**9 FACULTIES.**

Offers a wide range of  
**BACHELOR, MASTER and PhD**  
programs.

It also provides  
opportunities for  
**POSTGRADUATE  
QUALIFICATION**



FACULTY OF  
LAW AND  
HISTORY



FACULTY OF NATURAL  
SCIENCES AND  
MATHEMATICS



FACULTY OF  
ECONOMICS



FACULTY  
OF PUBLIC HEALTH,  
HEALTH CARE  
AND SPORT



FACULTY  
OF PEDAGOGY



FACULTY  
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FACULTY  
OF PHILOSOPHY



FACULTY  
OF ARTS



FACULTY  
OF ENGINEERING





## THE UNIVERSITY HAS A RICH AND MODERN EDUCATIONAL BASE, INCLUDING:

- European Documentation Center at the Faculty of Law and History;
- Multimedia Center for Computer Archiving, Digital Archives and History of Local Government;
- Center for Modern Bioinformatics Research;
- Eco Energy Technology Research Center;
- Laboratory for E-learning at the Faculty of Natural Sciences and Mathematics;
- University Center for Stuttering Research;
- Laboratory of Anatomy and Physiology;
- Laboratory of Journalism and Publishing Technology;
- Laboratory of Ethnology and Folklore Research;
- Laboratory for Linguistic Demography of the Balkans;





## A BRIEF OVERVIEW OF SWU'S ACTIVITIES SINCE THE BEGINNING OF 2022 WITHIN AURORA

- The workshop on the opportunities and potential of community-oriented learning and its incorporation as a proactive process in the curricula of various specialties

*- On March 15, 2022, as an associate member of AURORA Universities Alliance and in the implementation of activities in this regard, the South-West University "Neofit Rilski" hosted the mentioned workshop.*

*Its organizer was the Faculty of Economics, where the event was held in a hybrid format.*

*- After the promotion of AURORA UNIVERSITIES ALLIANCE, the speakers: Prof. Dr. Maria Stankova, Deputy Dean of the Faculty of Economics and Mr. Anselmo Caporosi, Operational Coordinator for Erasmus + projects, SWU "Neofit Rilski", presented some of the basic principles and approaches, as well as spoke about the challenges of contemporary education.*

*- The event was attended by over 60 representatives of professors, administration and students from various faculties of the South-West University.*

- Preparation of an application form for mini-grant for Aurora Collaborations

*Applicants: South-West University "Neofit Rilski" (SWUNR), Bulgaria and Vrije Universiteit Amsterdam (VU)*

*- Project title: Design and implementation of a training course on Sustainable Entrepreneurial Ecosystems (SEE)*

*- Project objectives: The primary goal is to integrate an elective training course in Sustainable Entrepreneurial Ecosystems in the curricula of SWUNR Faculty of Economics. Students are expected to gain knowledge and develop sustainable entrepreneurial competences and decision-making skills which are deemed useful in a constantly and rapidly evolving context punctuated by high instability.*



# SWU AS PART OF AURORA AND AS A REGIONAL HUB

- As an associate member of AURORA Universities Alliance, the South-West University "Neofit Rilski" plans to:
  - Rise the awareness for implementing the SDGs in the field of education, economics and ecological and social responsibility;
  - Applying for and implementing a project within the AURORA mini-grant
  - Establish new international cooperation horizons with the core Aurora members Universities, as new Erasmus+ agreements in mutually advantageous fields;
  - Sign Memoranda of Understanding (incl. joint doctoral mentorship, shared research and education infrastructure);
  - Others.
  
- As a regional Aurora hub, SWU will offer the new CDS partners:
  - New international cooperation horizons with the other Aurora members;
  - Ambassadorial duties for partnerships outside of the Aurora Network (especially Central and East Asia);
  - Memoranda of Understanding (incl. joint doctoral mentorship, shared research and education infrastructure);
  - New Erasmus+ agreements in mutually advantageous fields
  - Others.



# INTERESTS FOR INTERNATIONAL COOPERATION

- Tourism and Economics
- Social entrepreneurship
- Mathematics
- Pedagogy
- Sustainable developments
- Cultural differences
- Equality, diversity and inclusion
- Erasmus program/ internationalization
- Others





## THE HUB

- With the Regional Hub initiative, SWU sets itself the ambitious task of bringing together scientists, researchers and students from universities between which the partnership can be successful!
- We look forward to our joint collaboration in equipping diverse student populations with the skills and mind-set to address societal challenges as social entrepreneurs and innovators; in engaging with students and stakeholders at regional, national, European and global level; and in making our universities sustainable organisations. And, we will work to boost and establish new international cooperation horizons with the core Aurora members Universities, as new Erasmus+ agreements in mutually advantageous fields or Memoranda of Understanding (incl. joint doctoral mentorship, shared research and education infrastructure).

Being a Regional Hub, SWU is committed to multiplying this knowledge and responsibilities towards the sustainability of educational institutes and society. That is why we have the honour to invite you to join our Awareness Raising and Training event. It will be held on November 9, 2022 in a hybrid format during the SWU' 1st International Staff Week (in person – at the SWU University Center “Bachinovo”, as well as through the platform BigBlueButton at the link - <https://bbb.swu.bg/b/mar-nxw-a6a>).

# THE HUB

- We will have the opportunity to discuss future collaboration perspectives, envision new horizons for cooperation, strengthen our international partnerships, as well as foresee new mutually beneficial opportunities for sustainable cooperation. Within our special Awareness Raising and Training event, in the form of a workshop, the main points of interest will be oriented around Internationalization of HEIs, Collaborative Online International Learning (COIL), Community Service Learning (CSL), and future of the European Education Area in the context of the European Universities Initiative. Of course, the Erasmus+ programme will be focal, too.
- We would like also, to underline that there are no legally binding duties between the members as a result of entering into the CDS Network collaboration. Any bilateral agreements between the Network universities are subject to the inter-institutional arrangements and internal institutional regulations and policy in international cooperation.

Warmly welcome!

- South-West University “Neofit Rilski” team within the Aurora Alliance CDS Network of Universities
- <https://aurora-universities.eu/>
- <https://www.swu.bg/en/homeen>



**Explore virtually South-West University "Neofit Rilski":**

<https://visiontech.bg/swu/>

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