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ICTs. TOWARDS PARTNERSHIP BETWEEN UNIVERSITY AND ENTERPRISE IN THE EUROPEAN CONTEXT

Abstract: *The paper deals with various aspects of partnership between universities and companies and also sources and causes of changes occurring in both of them. On the list of sources an important place is occupied by information and communication technologies (ICT), which have transformed the university's relations with its partners and resulted in a radical change in our conception of management. The managerial system has turned to the "e-management": a new decision-making process incorporating new concepts related to the Internet. Likewise relationships between universities and companies as vital players in the European Union have been affected by ICTs. The case of PGV Network is used to illustrate a cultural approach to dealing with these changes.*

Keywords: *information and communication technologies (ICT), Internet, centralisation, transversality, knowledge, management science, managerial skills, PGV Network, new technologies, transfer of knowledge management, university and company, Visegrad Group*

JEL: A2, O33, 052

Introduction

Management is a discipline that is defined by its purpose, business, and the variety of knowledge it requires. Historically, learning management sciences was designed, in a way, to conform to the dominant structure since the beginning of the twentieth century with the introduction of specialisations which are still the basis of major organizational functions: Purchasing, Marketing, accounting, finance, production, human resources, R & D, etc.. Managerial Science par excellence, the management can be considered as a priority area of higher education and training of high level executives to the extent that it tends to present the company in its complex reality and contemporary, in particular, to understand the close interdependence of its components along with its relationship to the environment. In the list of managerial skills, which we recognize, the most important one, in our opinion, is adapting to change and complexity, which involves: