

Gender, Institution and Field of Study: Deciphering Interaction with Companies and Market Orientation among Researchers in Brazil

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Introdução

Collaboration between universities and companies is critical for promoting innovation and development. Nevertheless, the complexity and emerging challenges of these partnerships require comprehensive analysis. Existing literature addresses the "triple helix" - interaction between universities, industries, and governments - and the impact of academic collaboration with the private sector. This paper investigates market orientation and interactions with companies by researchers in Brazil, contributing to knowledge about the interaction between academic and private sectors in the country.

Problema de Pesquisa e Objetivo

Despite extensive literature on collaboration between universities and companies, gaps exist regarding the analysis of market orientation and interaction with companies in the context of emerging countries. There is a lack of studies exploring individual and institutional factors that might influence this collaboration in different contexts. This paper aims to fill these gaps, investigating levels of market orientation and interaction with companies by academic researchers in Brazil, with the intention of providing useful insights to strengthen this collaboration.

Fundamentação Teórica

The literature review explores university-company collaboration, highlighting its role in promoting innovation and sustainable development, despite challenges such as academic integrity and resource management. It also discusses market orientation and interaction with companies, noting a lack of understanding of this phenomenon in emerging countries. The influence of individual and institutional factors on collaboration is underscored, emphasizing the need for additional research in different cultural and socioeconomic contexts.

Metodologia

The interaction of Brazilian researchers with companies and their market orientation was investigated using a sample of 635 researchers who responded to an online survey. Data were analyzed using quantitative techniques, including Spearman correlation, ANOVA, and confirmatory factor analysis. Responses were measured using 7-point Likert scales, considering frequency of interaction with companies and market orientation. The reliability and validity of the measurements were verified using Cronbach's alpha coefficient and confirmatory factor analysis.

Análise dos Resultados

This research identified significant differences in academics' interaction with companies and market focus, varying across fields of study, gender, and type of institution. Engineering and Agricultural Sciences showed greater interaction with companies, while Health Sciences, Humanities and Biological Sciences were less engaged. Male researchers and other institutions had greater business interaction. These findings underscore the urgent need for effective policies promoting equality and academia-industry collaboration for broader and sustainable scientific and social progress.

Conclusão

The research revealed notable variations in interactions with companies among academic researchers in Brazil, influenced by field of study, gender, and type of institution. The analysis focused on quantitative data and is specific to the Brazilian context, presenting limitations in its

generalization. This study contributes to the understanding of collaborative innovation, emphasizing the need for policies to promote equality and collaboration between academia and industry. Future qualitative research is encouraged to deepen understanding of these interactions.

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