

THE ROLE OF THE TYPES OF KNOWLEDGE PARTNERSHIPS IN THE MARKETING OF INTELLECTUAL PROPERTY RIGHTS

Prof. Dr. Naji Abdel S. Mahmoud ¹,

Researcher Mustafa A.W. Saleh ²

¹ Department of Business Administration, College of Administration and Economics, Tikrit University, Iraq. Email: Naje.abdulsattar@tu.edu.iq

² Department of Business Administration, College of Administration and Economics, Tikrit University, Iraq. Email: cade.2021.26@st.tu.edu.iq

ABSTRACT

The research aims to investigate the impact of the relationship between types of intellectual property partnerships and the marketing of intellectual property rights. To achieve this, 19 government and private universities were selected as the field of study. The research methodology adopted was descriptive-analytical. The study population and sample consisted of university leaders in the selected universities, totaling 404 individuals. They were purposefully selected as decision-makers in the respective universities. Data was collected through a questionnaire distributed directly to the sample, and 226 valid responses were retrieved for statistical analysis to determine the correlation and impact between the main study variables and their dimensions.

The study results revealed several findings, including a significant impact of the types of knowledge partnerships on marketing intellectual property rights. Additionally, the research presented a set of recommendations.

Keywords: the types of knowledge partnerships, marketing of intellectual property rights, Joint research projects, Establishing academic programmes, Academic exchange programmes

INTRODUCTION

Our world today relies heavily on knowledge, which is constantly renewed and rapidly evolving. This fast-paced development of knowledge has compelled organizations, particularly universities, to innovate, invent, and continuously engage in scientific research to produce innovative scientific outcomes. This is essential to maintain their existence, achieve financial benefits, distinguish themselves from other universities, and provide society with products that aid in its development and meet its needs. It has also necessitated engaging in knowledge partnerships with other business organizations (both universities and non-universities) at local and global levels. These partnerships aim to exchange knowledge and expertise to contribute, for example, to the creation of innovative products, their marketing, and protection against unauthorized exploitation.

The concept of intellectual property rights has also emerged and is marketed within the business community due to its vital role in promoting innovation, protection, and societal and individual development. Universities are now actively seeking to establish partnerships and alliances to achieve inventions and protect them from infringement while also utilizing them in ways that mutually benefit all participating parties.

This study is designed to contribute to guiding policies and practices in Iraqi universities and relevant institutions, providing applicable guidelines to enhance knowledge partnerships in marketing intellectual property rights. Its results will enhance the overall understanding of the academic and commercial community regarding the significance of knowledge partnerships in promoting effective and sustainable marketing and utilization of intellectual property rights.

Chapter One: Methodological Framework of the Research.

Firstly, the Research Problem: Intellectual property rights are crucial for preserving innovation and encouraging creativity in society. In recent years, knowledge partnerships, in their various forms, have played a significant role in marketing and promoting intellectual property rights in the academic arena. However, scientific studies in Iraq face a major challenge, which is the lack of literature and research related to the role of knowledge partnerships in marketing intellectual property rights in Iraqi universities. The shortage of scientific literature poses a barrier to a comprehensive understanding of the challenges and opportunities related to promoting and marketing intellectual property rights in the Iraqi academic sphere. This may lead to missing valuable opportunities for collaboration between universities and the commercial sector in the field of marketing and developing intellectual property rights. Without in-depth studies and documented scientific evidence, making informed strategic decisions to enhance intellectual property rights in Iraqi universities could be difficult (Al-Obeidi, 2021). Based on the above, the research problem crystallizes into a central question: "What is the impact of knowledge partnerships on enhancing the marketing of intellectual property rights in Iraqi universities?"

Secondly, the Importance of the Research: The significance of this study lies in clarifying the concept of marketing intellectual property rights, especially given the academic research gap in universities on this topic and the lack of attention to the material and competitive benefits that marketing intellectual property rights can bring. Through effective marketing, universities can maximize their resources and scientific competitiveness both locally and globally.

Thirdly, Research Objectives: The study aims to identify the nature of the impact of knowledge partnerships on enhancing the marketing of intellectual property rights. This is done to provide proposals for marketing intellectual property rights in Iraqi universities in general and in the research context in particular.

Fourthly, Research Model: The researchers have designed a study model based on the research problem, significance, and objectives, as depicted in Figure (1).

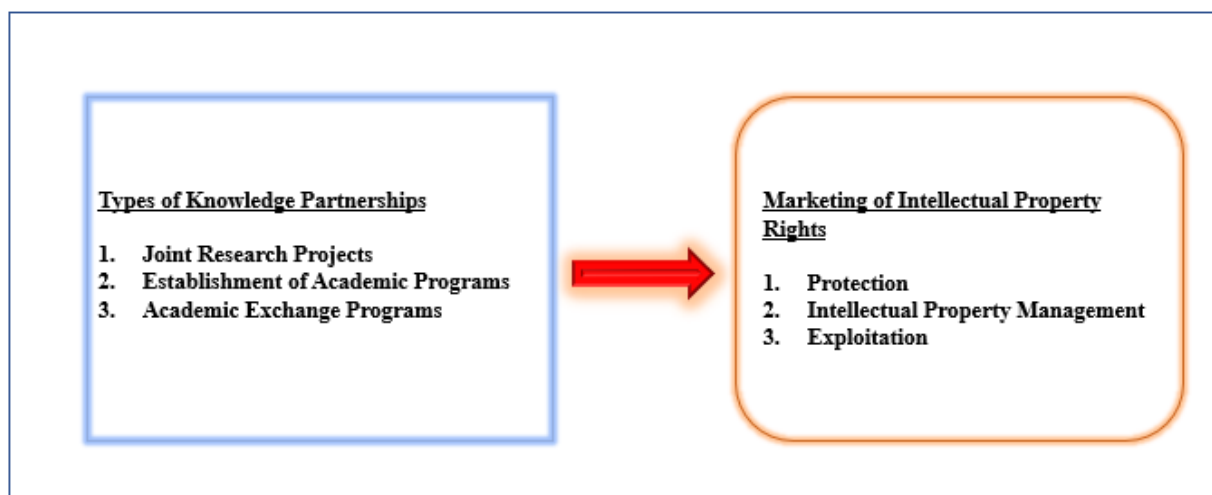


Figure (1) - Research Model

Source: prepared by author (2023)

Fifthly, Research Hypothesis: Based on the research model and in line with the research problem, the main hypothesis of the study states that "There is no significant impact between the combined and individual dimensions of knowledge partnerships and the marketing of intellectual property rights."

Sixthly, Research Methodology: The research adopted a descriptive method to describe the impact of knowledge partnerships on enhancing the marketing of intellectual property rights in Iraqi universities. Additionally, an analytical method was used, based on field study through distributing a questionnaire to the selected sample.

Seventhly, Statistical Tools: The data was analyzed using SPSS 26 software to obtain a set of results, including correlation and regression coefficients, as well as descriptive results (mean, standard deviation, and variance). These statistical tools were utilized to explore the relationships and impact between the study variables.

Eighthly, Study Population and Sample: The research selected universities in Iraq as a sample representing all Iraqi universities (both governmental and private). The sample included 13 governmental universities and 6 private universities under the Iraqi Ministry of Education. The targeted individuals in these universities were administrative leaders, and the sample was selected using a purposive and accessible sampling approach. A total of 404 individuals holding leadership positions in the universities (e.g., university president, vice president, deans, and department heads) were included. The rationale for their selection was based on the assumption that they are the most capable and influential in understanding the concept of marketing intellectual property rights and knowledge partnerships. The dimensions of the study variables fall within the expertise and responsibilities of the targeted groups, making them suitable to provide answers. The questionnaires were distributed to the targeted sample.

Chapter Two: Theoretical Framework of the Research.

Today, the world is experiencing rapid and diverse changes, especially with the advancement of technology and intense competition, which greatly impact organizations. These challenges compel organizations to find new ways to confront and adapt to the changes that may occur. One of the most prominent modern approaches is knowledge and its significance in economic and social development, both for society as a whole and for business organizations in particular. Most organizations have started to work towards establishing a knowledge and innovation-based ecosystem, and this is true for many universities as well.

Firstly, 1- Types of Knowledge Partnerships:

There are various types of knowledge partnerships that can be established to achieve competitive advantages through the exchange of knowledge, expertise, and skills, as well as penetrating markets with new and innovative products, and leveraging environmental opportunities while addressing environmental risks. These partnership types vary depending on the nature of organizations and their activities (Todeva & Knoke, 2005). Specifically, business organizations cannot operate and survive in the markets solely relying on their resources, given the openness of markets to each other and the removal of barriers to product flow between countries due to globalization and increased competition. Therefore, they seek partnerships and cooperative agreements to achieve a wide range of goals (Czechowska, 2013). Additionally, researcher (Salimova, Vatolkina, & Makolov, 2014) have identified other main types of partnerships between business organizations and universities that contribute to the development of universities by supporting scientific research and scientific output through research and its application to solve real problems in business markets (both production and services). These types of partnerships include:

1- Joint Research Projects:

The concept of joint research projects refers to initiatives that bring together multiple entities such as companies, academic institutions, research centers, or governmental organizations to collaborate on research and development efforts. These projects aim to enhance cooperation and exchange knowledge and resources to achieve common research goals and develop new products or solutions (Chandler, 2020).

These joint research projects provide a wide field for researchers and academics in universities to engage in practical projects that address real-world problems of high priority to society and encourage them to work on solutions. Additionally, they support and promote a research culture in education, which includes a range of activities such as (Di Cagno, Fabrizi, & Meliciani, 2014):

1. Supporting publication: Supporting the publication of scientific research in peer-reviewed scientific journals and promoting theses and dissertations of postgraduate students by publishing them in these journals.
2. Supporting authors: Publishing books, dictionaries, theories, and printing them.
3. Undertaking translations: Translating books, dictionaries, theories, and printing them.

The importance of these research projects lies in (Salimova et al., 2014):

1. Enhancing the scientific and technological research process in universities through collaboration with renowned international universities, organizations, and centers.

2. Developing research skills and capabilities for faculty members in universities and researchers through exchanging experiences and knowledge with their counterparts from partner organizations.
3. Encouraging the formation of research communities among faculty members, researchers, and students.
4. Supporting and facilitating exchange visits between universities and other partners to gain firsthand knowledge and technology used in scientific research.
5. Encouraging the dissemination of scientific research in international scientific journals and periodicals.

However, there may be challenges and issues in these partnerships as highlighted by (Al-Eila, 2017, 20):

1. Universities and their representatives may be lenient in adhering to contracts, trade secrets, and Know-How agreements, while the partner may insist on strict compliance with these contracts.
2. The possibility of the other partner, including business organizations, filing lawsuits against universities and their representatives or researchers if research secrets are disclosed to competing parties or if contract timelines are not met.
3. The possibility of researchers being unable to publish scientific works or being prevented from disseminating their findings if the publication process affects the benefits and interests of the funding partner.
4. The possibility of partners from business organizations suddenly terminating the services of researchers if their interests in supporting research change or if they decide to stop funding scientific research.
5. The possibility of universities not standing by their representatives, including faculty members or researchers, or providing support if it conflicts with the goals of the partnerships with the other partner.

2. Academic Program Partnerships:

Academic program partnerships involve specialized companies in various fields such as higher education, vocational training, technical education, distance learning, executive training, and specialized educational courses. These companies aim to provide outstanding educational content and training programs designed to meet the needs of learners and enhance their skills and knowledge in different areas (Grinberg, 2020).

This type of knowledge partnership refers to universities collaborating with each other, with each party being responsible for accepting students and awarding final grades independently while jointly managing and developing these programs. It can also involve one university collaborating with another to obtain an academic degree from the partner, such as a joint master's or doctoral degree (Malik, Pereira, & Budhwar, 2021).

The structure of academic programs in such partnerships can involve bachelor's students completing part of their studies at one university, either local or international, and then transferring to the partner university to complete the remaining years of study (e.g., 2 years + 2 years). They receive a university degree from both institutions. The purpose of these programs is to provide a global standard of academic education for students (both undergraduate and

postgraduate) to enhance knowledge, experience, and the use of advanced research facilities possessed by either party. It also allows students to become familiar with the educational and research culture of the partner university and enhances their employment opportunities in international markets (Kuda, 2002).

The steps to establish academic program partnerships include (Bencheva, 2017):

1. Proposing and securing the necessary funding to establish these programs.
2. Conducting a needs analysis and justifying the need for such programs.
3. Contractual agreement between the collaborating parties on the academic program and their commitment to it.
4. Developing the academic curriculum for the program.
5. Finally, implementing the academic program between the partner universities.

These knowledge partnerships are a recent trend adopted by many universities to enhance their reputation and attractiveness. They offer numerous benefits and added value for universities, such as (Adobor, McMullen, & Management, 2014):

1. Increasing the internationalization of universities.
2. Encouraging multidisciplinary teaching collaboration at a high level and promoting academic and research cooperation.
3. Enhancing the transparency of educational systems, removing cultural boundaries, and developing academic and research alternatives based on emerging needs.
4. Providing a broad space for students' learning and innovation.
5. Enhancing the efficiency of partner universities through the implementation of best practices and collaboration.
6. Empowering partner universities with the ability to maneuver and be flexible in responding to emerging needs.

However, these partnerships also face cultural, structural, educational, and administrative challenges, requiring significant time and support to be fully integrated and of high quality (Salmiova, 2014). Other challenges include resistance from faculty members in academic departments, difficulty in securing the necessary funds for exchange visits, and the lengthy approval processes required from universities and education ministries to establish and accredit such programs (Puksas & Moldova, 2016).

3. Academic Exchange Programs:

To establish knowledge partnerships in academic and teaching exchange programs between universities, universities seek to improve and enhance their relationships with other local and international higher education institutions. The main objective is to support and develop opportunities for academic exchange for students and university affiliates, as well as to participate in international activities, seminars, and conferences. These partnerships aim to enhance the universities' reputation and standing at the local, regional, and international levels (Salimova et al., 2014).

Such programs offer unique opportunities for faculty members, researchers, students, and regular university staff to learn about other cultures worldwide, improve their professional and language skills, and familiarize themselves with prevailing practices at universities in different countries. These partnerships help build understanding and connections among diverse

academic communities, faculty members, and students from various backgrounds and countries (Vezzali, Crisp, Stathi, Giovannini, & Relations, 2015).

There are various types of knowledge partnerships between universities or between universities and businesses, including (Kuda, 2002): student exchange, faculty exchange, joint academic degrees, joint projects, joint conferences, workshops, and seminars, leadership exchange, wide-ranging research teams, joint Ph.D. programs, joint funding initiatives, online collaborative teaching, mutual support and encouragement for young researchers, joint media and communication tasks, joint faculty appointments, shared campus utilization, joint technology transfer initiatives.

These partnerships are considered a valuable trend in academia, as they promote internationalization, enhance knowledge sharing, and foster cross-cultural collaboration, benefiting all parties involved. However, establishing and maintaining such partnerships can present challenges, including administrative complexities, cultural differences, and ensuring equal benefit for all participants (Salimova et al., 2014). Proper planning, effective communication, and mutual cooperation are essential to overcome these challenges and achieve successful academic exchange programs.

Secondly, 2- Marketing Intellectual Property Rights:

Marketing intellectual property products by universities is crucial because they represent markets for knowledge and are primarily responsible for creating change and development in society by offering new and advanced contributions. On the other hand, marketing their scientific achievements opens up opportunities for universities to enhance their competitive position, increase financial returns, develop and prepare their human resources, and build their capacities, allowing for growth and expansion. "Marketing intellectual property rights is one of the most important means of stimulating innovation and business development, as it grants companies and inventors legal protection for their ideas and creations, enabling them to market them and the products based on them" (Magazine, 2021 The Future of Intellectual Property: How AI and Other Technologies are Transforming). The dimensions of marketing intellectual property rights include:

A- Protection: Intellectual property rights protection is vital for any economy and society seeking to develop and innovate new products, services, and ideas. Several laws and international agreements have been developed to protect intellectual property rights, including trademarks, copyrights, patents, and scientific discoveries. The importance of protecting intellectual property rights is particularly significant in the digital age and the internet era, where intellectual property can be easily copied and disseminated (Office, May 2021).

B- Intellectual Property Management: Intellectual property management is essential for companies, institutions, and governments. It is a modern concept linked to innovation, creativity, and technology, aiding in improving products, services, and economic development. Intellectual property management is the process of planning, executing, managing, and protecting the intellectual property assets of a company, institution, or individual. It encompasses various elements, including patents, trademarks, industrial designs, and copyrights (Marín-Rodríguez, 2020). The goal of intellectual property management is to protect

and ensure that companies benefit from their rights properly. It also encourages innovation, creativity, enhances economic competition, and stimulates economic growth.

C- Exploitation: Exploitation of intellectual property rights refers to the legal use of rights possessed by innovators, inventors, and authors in their works, inventions, and trademarks. This can be done by licensing these rights to others in exchange for financial or other consideration (Cheliotis, 2020).

The significance of marketing intellectual property rights lies in what universities offer in terms of scientific achievements and intellectual products, which are essential for society and organizations in both the public and private sectors, bridging the gap between production and consumption. Moreover, they meet the needs of beneficiaries and contribute to the prosperity and development of organizations if their marketing activities are properly practiced (. The importance of marketing intellectual property rights can be summarized as follows ((Lakhani, 2021; Magazine, 2021 The Future of Intellectual Property: How AI and Other Technologies are Transforming):

1. Protection of Investments and Innovations: Evaluating and auditing intellectual property rights help protect intellectual property, giving investors and companies confidence that their investments and innovations are adequately safeguarded.

2. Reducing Legal Risks: By evaluating and reviewing intellectual property rights, companies can identify potential rights violations or fraudulent activities, thereby reducing potential legal risks.

3. Improving Financial Performance: Properly protected intellectual property gives a company a competitive advantage over its competitors, leading to improved financial performance.

4. Enhancing Customer and Partner Relations: Intellectual property rights evaluations and audits demonstrate a company's commitment to ethical and legal standards in its operations. This helps build strong and stable relationships with customers and business partners.

3- Objectives of Marketing Intellectual Property Rights: The objectives of protecting intellectual property in marketing are to promote innovation, creativity, and economic development. These objectives encompass protecting intellectual property rights for companies and individuals and striking a balance between their rights and the rights of society as a whole. The purpose of protecting intellectual property in marketing is to encourage innovation and creativity in developing countries, modernize industries, and improve technological, economic, and social capacities. It also aims to enhance international trade and develop trade relations between countries (World Trade Organization Publication, 2020, 3) and (United Nations Industrial Development Organization Publication, 2020, 6).

Chapter Three: Research Framework

Firstly, the research relied on the descriptive statistical method to analyze its variables and dimensions, which were measured using a questionnaire as the research instrument. The study utilized measures such as the mean, standard deviation, variance, and relative importance as methods to describe the research variables and dimensions. Table (1) presents the results of the descriptive analysis for the research variables and their dimensions.

Table.1 Description and Diagnosis of Research Variables and Dimensions
Prepared by the researcher based on the results of SPSS 26

The variables	The dimensions	mean	standard deviation	Coefficient of Variation	Relative Importance
Types of Knowledge Partnerships	Joint Research Projects	4.03	0.69	0.171	80.6
	Establishment of Academic Programs	3.89	0.70	0.180	77.8
	Academic Exchange Programs	3.85	0.87	0.226	77.0
	Total	3.92	0.75	0.19	
Marketing of Intellectual Property Rights	Protection	3.81	0.84	0.220	76.2
	Intellectual Property Management	3.73	0.80	0.214	74.6
	Exploitation	3.05	0.93	0.305	61.0
	Total	3.53	0.86	0.25	

Based on Table (1), the following observations can be made:

A. Types of Knowledge Partnerships:

1. Joint Research Projects: This dimension obtained the highest relative importance score (80.6%) and a mean value of 4.03, indicating that it is the most important dimension among the others. The low standard deviation and coefficient of variation (0.73 and 0.187, respectively) suggest that the responses of the sample were more consistent in this dimension.
 2. Academic Program Creation: This dimension ranked second in relative importance (75.0%) with a mean value of 3.75. The standard deviation and coefficient of variation (0.62 and 0.163, respectively) indicate relatively consistent responses from the sample.
 3. Academic Exchange Programs: This dimension received the lowest relative importance score (77.0%) with a mean value of 3.85. The higher standard deviation and coefficient of variation (0.87 and 0.226, respectively) suggest more variability in the responses for this dimension.
- Overall, the knowledge partnerships dimension achieved a coefficient of variation of 0.19, indicating that the researched universities value this type of knowledge partnership when building relationships with other parties and organizations. The mean value was 3.92 with a standard deviation of 0.75.

B. Intellectual Property Marketing:

1. Protection: This dimension obtained the highest relative importance score (76.2%) with a mean value of 3.81. The low standard deviation and coefficient of variation (0.84 and 0.220, respectively) suggest consistent responses from the sample.
2. Exploitation: This dimension received the lowest relative importance score (61.0%) with a mean value of 3.05. The higher standard deviation and coefficient of variation (0.93 and 0.305, respectively) indicate more variability in the responses for this dimension.

Overall, the intellectual property marketing dimension achieved a coefficient of variation of 0.239, suggesting that the researched universities have a moderate level of interest in marketing their intellectual property rights and need to consider further exploitation of their innovative research outputs. The mean value was 3.53 with a standard deviation of 0.86.

Table.2 Simple Linear Regression Results on the Impact of Dimensions of Knowledge Partnerships and Intellectual Property Marketing

Prepared by the researcher based on the results of SPSS 26

independent variable	dependent variable	Constant value	Beta coefficient value	Coefficient of determination (%)	Calculated F-value	Significance (p-value)
Types of Knowledge Partnerships	Marketing Intellectual Property Rights	0.29	0.81	0.53	256.27	Existence of Effect
Joint Research Projects		0.48	0.74	0.48	201.81	Existence of Effect
Establishment of Academic Programs		0.76	0.69	0.43	166.02	Existence of Effect
Academic Exchange Programs		1.48	0.52	0.36	128.27	Existence of Effect

The critical F-value at a significance level of 5% with degrees of freedom (585, 1) is 3.86.

From Table (2), the following observations can be made:

1. For the variable (Types of Knowledge Partnerships):

- The calculated F-value is 256.27, which is greater than the tabulated F-value at a significance level of 0.05 and with degrees of freedom (585, 1) which is 3.86. This indicates the presence of a statistically significant effect of types of knowledge partnerships on marketing intellectual property rights.
- The positive beta coefficient (0.81) indicates a positive (direct) relationship. A one-unit increase in types of knowledge partnerships will lead to an 81% increase in marketing intellectual property rights.
- The coefficient of determination (R-squared) is 0.53, indicating that 53% of the variations in marketing intellectual property rights can be explained by types of knowledge partnerships.
- The regression equation is: $Y = 0.29 + 0.81 X_2$, where X_2 represents types of knowledge partnerships.

2. For the variable (Joint Research Projects):

- The calculated F-value is 201.81, which is greater than the tabulated F-value at a significance level of 0.05 and with degrees of freedom (585, 1) which is 3.86. This indicates the presence of a statistically significant effect of joint research projects on marketing intellectual property rights.
- The positive beta coefficient (0.74) indicates a positive (direct) relationship. A one-unit increase in joint research projects will lead to a 74% increase in marketing intellectual property rights.

- The coefficient of determination (R-squared) is 0.48, indicating that 48% of the variations in marketing intellectual property rights can be explained by joint research projects.
- The regression equation is: $Y = 0.48 + 0.74 X_{2_1}$, where X_{2_1} represents joint research projects.

3. For the variable (Establishment of Academic Programs):

- The calculated F-value is 166.02, which is greater than the tabulated F-value at a significance level of 0.05 and with degrees of freedom (585, 1) which is 3.86. This indicates the presence of a statistically significant effect of the establishment of academic programs on marketing intellectual property rights.
- The positive beta coefficient (0.69) indicates a positive (direct) relationship. A one-unit increase in the establishment of academic programs will lead to a 69% increase in marketing intellectual property rights.
- The coefficient of determination (R-squared) is 0.43, indicating that 43% of the variations in marketing intellectual property rights can be explained by the establishment of academic programs.
- The regression equation is: $Y = 0.76 + 0.69 X_{2_3}$, where X_{2_3} represents the establishment of academic programs.

4. For the variable (Academic Exchange Programs):

- The calculated F-value is 128.27, which is greater than the tabulated F-value at a significance level of 0.05 and with degrees of freedom (585, 1) which is 3.86. This indicates the presence of a statistically significant effect of academic exchange programs on marketing intellectual property rights.
- The positive beta coefficient (0.52) indicates a positive (direct) relationship. A one-unit increase in academic exchange programs will lead to a 52% increase in marketing intellectual property rights.
- The coefficient of determination (R-squared) is 0.36, indicating that 36% of the variations in marketing intellectual property rights can be explained by academic exchange programs.
- The regression equation is: $Y = 1.48 + 0.52 X_{2_4}$, where X_{2_4} represents academic exchange programs.

Thus, the second null hypothesis is rejected, and the alternative hypothesis is accepted, indicating that there is a statistically significant effect of different types of knowledge partnerships, both combined and individually, on marketing intellectual property rights.

Chapter Four: Conclusions and Recommendations

CONCLUSIONS

The results indicated that the types of knowledge partnerships were of high importance for the researched universities. This explains the universities' focus on forming partnerships through joint research projects to capitalize on knowledge and respond to global variables, serving the community's interests. These partnerships also encourage continuous exchange of ideas and knowledge with partners from different cultural backgrounds, fostering the creation of academic programs and academic exchange initiatives.

The findings revealed that "Protection" as one of the dimensions of intellectual property marketing held relatively high importance compared to other dimensions. This could be attributed to the universities' efforts in safeguarding their innovative research outputs through various forms of intellectual property protection. However, the topic of "Exploitation" of intellectual property rights acquired only moderate relative importance, indicating the need for universities to facilitate licensing and transferring their intellectual property rights.

The results demonstrated that the marketing processes related to intellectual property rights (Protection, Intellectual Property Management, and Exploitation) were available in the researched universities. This reflects the commitment of university leaders to provide value to all stakeholders, acknowledging the importance of these processes.

Regression analysis results showed a significant impact of knowledge partnerships on marketing intellectual property rights in the researched universities. The impact was most significant when universities formed knowledge partnerships based on joint research projects.

RECOMMENDATIONS

Universities should focus on training and preparing their academic leaders to effectively deal with the challenges and opportunities related to knowledge partnerships and marketing their intellectual property rights.

Universities must realize the importance of protecting their innovative research outputs from unauthorized use or misappropriation. They should work on facilitating licensing and transferring their intellectual property rights to relevant parties.

When forming partnerships, universities should consider the path that leads to innovative research outputs by conducting joint research projects. Coordination and role delineation among all involved parties are essential for successful partnerships. Building trust and exchanging researchers' visits with partners can foster knowledge sharing and expertise.

Collaborate with international universities and organizations through joint research projects that address societal issues and contribute to community development. Such collaborations enhance universities' global reputation and enable their researchers to gain insights and knowledge from partners, leading to valuable research outputs.

Universities should keep up with modern technologies to enhance communication with partners and other stakeholders while marketing their intellectual property rights. Motivate researchers to utilize and receive training on these technologies, providing the necessary financial resources and technological infrastructure (e.g., computers, databases, high-speed internet) to support these efforts.

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