

## SEVENTH BUSINESS SYSTEMS LABORATORY INTERNATIONAL SYMPOSIUM 2020

### SOCIO ECONOMIC ECOSYSTEMS CHALLENGES FOR SUSTAINABLE DEVELOPMENT IN THE DIGITAL ERA



EDITOR  
GANDOLFO DOMINICI

**BOOK OF ABSTRACTS**

***SOCIO-ECONOMIC  
ECOSYSTEMS:***

***Challenges for Sustainable Development  
in the Digital Era***

***7<sup>TH</sup> BUSINESS SYSTEMS LABORATORY  
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This multidisciplinary perspective includes a wide range of fields such as: management, psychology, economics, engineering and sociology.

The Symposium is designed to create a friendly atmosphere among senior scholars, PhD students, researchers and business practitioners.

The Symposium 2020 will consider how Socio-economical Ecosystems can be developed and managed to foster Sustainable Development by considering the challenges and opportunities of digital tools.

With this premise the Symposium 2020 focuses on the epistemological, theoretical, methodological, technical and practical contributions that can represent advancements in theory and practice for sustainable well-being in the global era in and by different perspectives.

While focusing on Systemic methodology the Symposium is also open to all scientific approaches in order to foster constructive debates and confrontations to create new paths of research and practice.

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# **One of the ways of cooperation between the businesses and the universities – Unified data management using the Business Intelligence portal**

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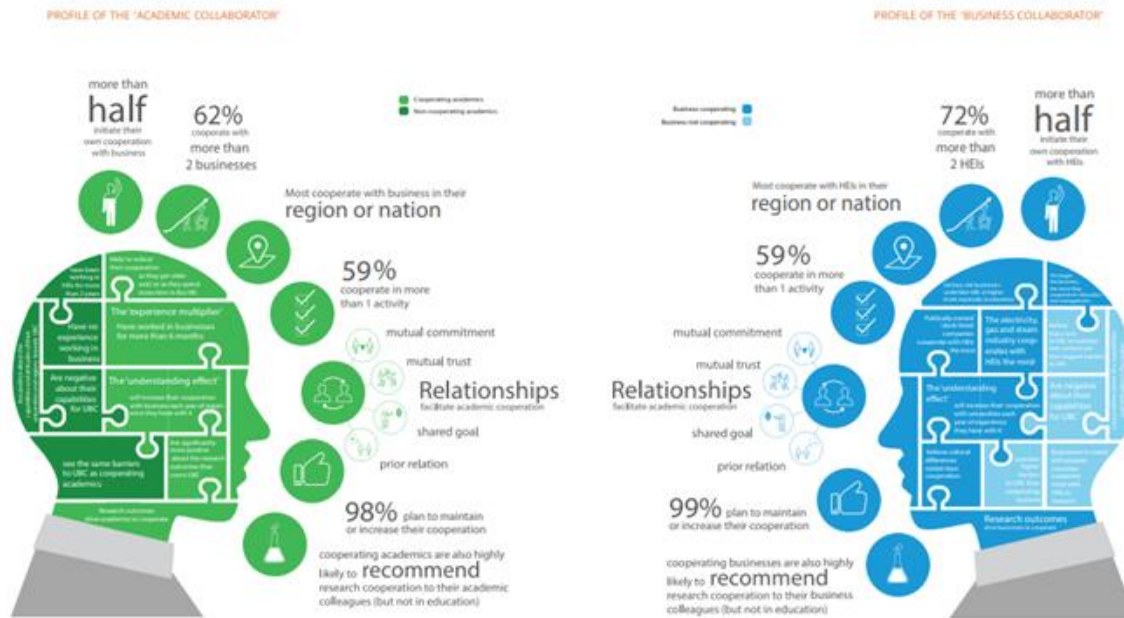
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## **ABSTRACT**

The effective cooperation between the businesses and the universities is essential and has to be treasured as contributing to knowledge and economy. University – business cooperation (UBC) is considered as a priority for the development of the fields of both, education and business.

The experience shows that the universities and the business speak different languages. The gap between the worlds of education and business is explained with the conservativeness of the higher education institutions, and the dynamic business environment. It is mostly implemented at a bilateral level and focused on joint projects and practical initiatives of common interest (Rakovska et al., 2013).

The report ‘The State of University-Business Cooperation in Europe’ that has been conducted during 2016 and 2017 by a consortium led by the Science-to-Business Marketing Research Centre (Davey et al., 2018), identified the approaches given in Figure N1.



The pace of technological innovation is increasing, which will mean more challenges for the labour market and education sector (Arntz et al., 2016). For higher education institutions (HEIs), the changes in the labour market point to the need for action in order to maintain their efforts to modernize and offer the relevant skills.

In recent years, the Georgian society has made attempts to approximate to the European Union in respect of enhancing the higher educational quality and the actions realized by the National Center for Educational Quality Enhancement of Georgia to ensure the compatibility with the European legislation model. This is evidenced by Georgia's affiliation with ENQA in 2019. The accreditation standards of higher institutions curricula envisage analyzing the demands of labour market and employers, engaging the employers in the process of developing the educational programs, cooperating with employers and considering the outcomes of such employment, as well as conducting program monitoring and periodic assessment with the employers' participation. This supported the cooperation between the business and the universities in Georgia.

One of the shortest ways of cooperation between the business and the universities is the development and management of a single business analytics portal what will facilitate the cooperation between the business and the universities.

The adoption of the web and web-related technologies makes portal technologies an obvious choice. Because portal technologies are web-based, decision makers can access important information via the internet regardless of where they are located (Perran et al., 2013). It provides flexible possibilities of using cooperation and group services (Chogovadze et al., 2018).

Dynamic interactive forms of a web-portal allow accelerating processes that provide users with the necessary data.

The web-portal is designed by using Office 365. The web-portal designed on the basis of Sharepoint online allow the students and business to swiftly provide the necessary information. By using the Sharepoint custom lists, the students and business representatives fill in the necessary fields, based on which the information about them is generated on the web-portal.

Microsoft Flow is used to replace manual and paper-based processes. Workflows help portal administrator to collaborate on documents and to manage tasks by implementing business processes on documents and items. Microsoft Flow templates provide the automation of a number of routine tasks. For instance, to select students for probation or employment, the workflow fixed in advance is initiated and it sends automatic messages to the students inviting them to the interview via Outlook.

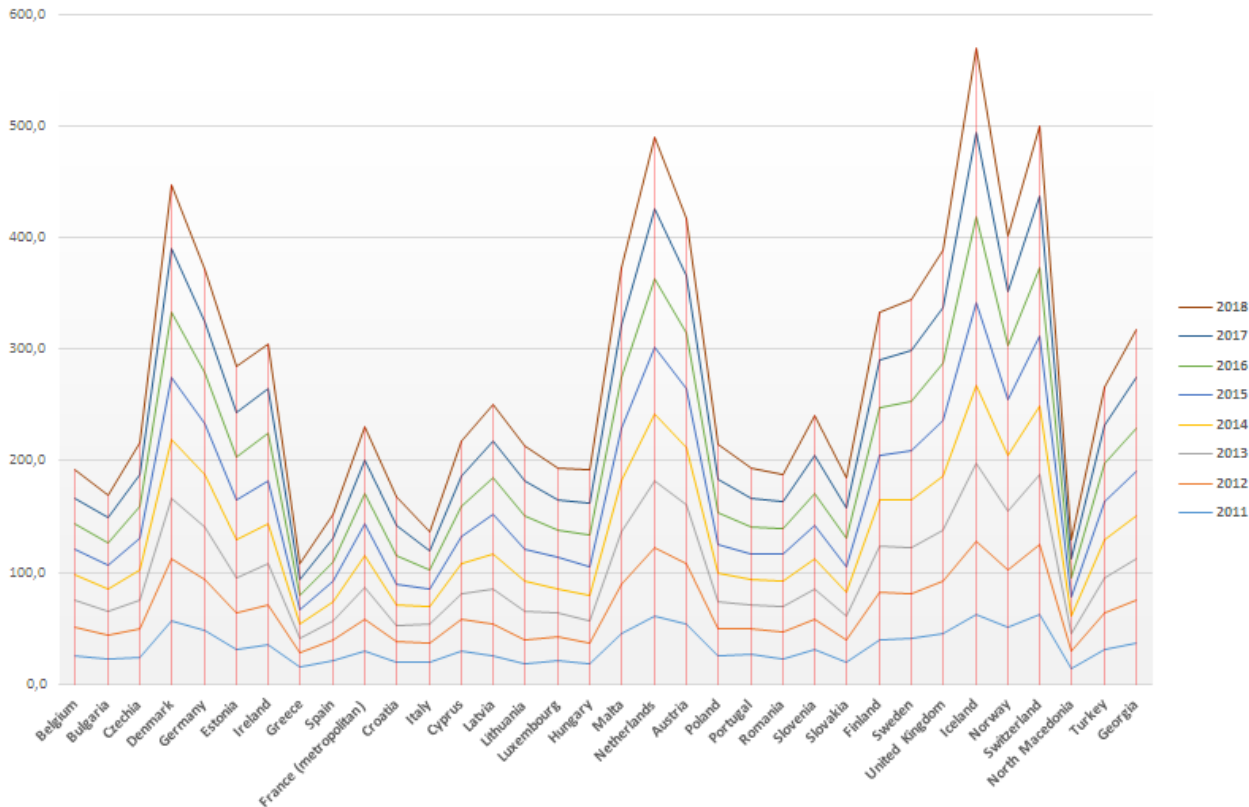
Microsoft BI Tools – Power BI is used to analyze the data to provide historical, current, and predictive views of how the business operates or could operate.

Power BI changes the way you gain insights from data; it brings you a cloud-hosted, business intelligence and analytics platform that democratizes and opens BI to everyone (Lachev, 2019).

Data visualization on web-portal, in particular, the information about the number of students employed in some or other field, having worked on probation, etc. is provided via Power BI cloud services.

The article gives various analyses about the higher education and labor. One of them is Employment by age (from 20 to 68 years) Percentage of total population - annual data).

The statistical data to calculate were obtained from official information sources.



The article gives conclusions and recommendations regarding the cooperation between the university and the business. Different models are construed regarding this issue and a united business analytics portal and ways of its management are developed. Based on cloud-based business intelligence services, users can view and share reports and dashboards on the web and mobile devices. The data are analyzed what allows elaborating and improving the cooperation between the university and the business.

**Keywords:** *Education, Management, Business, BI, HEIs.*

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