

Problems and Countermeasures in College IP Management

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Abstract. With the rapid development of economic globalization, knowledge plays an increasingly important role in modern economy compared to other production factors. Accordingly, intellectual property (IP) becomes a key driver in national and regional economic development. Colleges and universities, as important bases of national scientific innovation, are the main carrier of IP management, implementing and protection. Actually, as a typical part of IP management, college IP management not only has the universality of IP management but also has its particularity and its level is even a main measure of a college's capability of independent innovation and scientific research. Thus, the author here is intended to elaborate on the current situation and problems in college scientific research management and accordingly raise some countermeasures.

Introduction

With the rapid development of economic globalization, knowledge plays an increasingly important role in modern economy compared to other production factors. Accordingly, intellectual property (IP) becomes a key driver in national and regional economic development. In 2008, the newly-issued regulation -- Outline of the National Intellectual Property Strategy(2008-2020) --announced the new national goal to improve the level of IP creation, implementing, protection and management. With the rising investment in science and technology, the number of IP like patent increases rapidly. [1] As IP management focuses on management and positive effect of IP, determines to promote independent innovation and finally propels IP development, implementing and protection. [2] We should transfer the current numeric advantage to quality advantage by strengthening scientific management of IP in line with the social economy development. And colleges and universities, with the universality of IP management and its own particularity, are obviously typical objects of analysis and management. Thus, this paper elaborates on current major problems in college IP management and accordingly proposes countermeasures.

Current Situation of College IP Management

A. College IP Management

The current rapid development of science and technology greatly increases the challenges of college scientific research and management while its rapid globalization stimulates relevant departments to enhance the IP protection. [3] Thus, it is high time to improve college IP management and enhance college IP protection. Obviously, the reappearing of college research management can provide an enlightening insight to the innovation of college IP management. As for IP management, it generally means the management processes during which managers do well in making decisions, planing, organizing and leading to develop ability of knowledge innovation, obtain wealth and improve competitiveness based on the utilization, creation and transfer of knowledge.

For college research management, the key process of current system is the management flow of research projects which mainly includes project application, project setup, project execution, project check, project identification and application of scientific discoveries. Specifically, its core of is research projects, its service objects are researchers and its goal is to achieve excellent scientific research accomplishments and improve research capabilities. [4] Usually, the institution of science

and technology issues work orders of research management and its subordinate units promote scientific discoveries. In the past, the traditional management way did contribute to research management, but it now falls behind the current IP protection and is urgently to be improved.

B. Current Situation of College IP

For most colleges, IP management covers three parts. The first one is to construct IP management by filing patents, registering trademark and computer software and so on. [5] Another one is to transfer and utilize IP by promoting some promising research projects through technology transfer center, incubators and zone of science and technology and some relevant institutions of science and technology. The third one is to plan for IP strategically by strengthening scientific advantages in line with the scientific developing tendency. [6] That means, colleges should take full advantage of their relevant disciplines and seize the initiative in the academic at home and abroad.

Problems in College IP Management

A. Immature Awareness of IP Protection

With China's accession to WTO and the increasing attention to IP, college researchers also raise their awareness of IP protection which directly results in the increase of patent applications in recent years. However, this awareness is mostly raised passively under the instruction and inspiration of relative policy rather than raised consciously. Consequently, most researchers have held the idea that achievement is everything while patent is nothing for many years. In traditional project check, the evaluation of academic level and approval from department of project setup are thought highly while the IP protection and marketing efficiency of research results are left out. It is the same with the academic title evaluation. Thus, teachers always prefer to publish academic paper and apply research projects rather than file patent for research discoveries or even transfer them to productivity.

B. Deficient IP Protection in Project Management

Though IP protection is involved in each stage of research project management, it is still ignored by most researchers. In the stage of project application, researchers always focus on the project funding while leaving those innovative ideas and some preliminary scientific discoveries out. Once their discoveries are publicized by evaluation experts, their IP rights run off. In the stage of project execution, in order to complete contract indices, some researchers may publicize their phased discoveries by academic papers which are at the cost of IP protection. And in the stage of project check and result management, most researchers and managers attach great importance to whether they can successfully pass the check and get reward while ignoring IP protection. [7] And in the stage of discoveries promotion, due to their weak awareness of IP protection, researchers and managers always do nothing to protect those innovative scientific discoveries and even unconsciously publicize them with IP running off.

C. No Information Sharing between Research Project Management and IP Management

In the working system with strict duty segmentation, each department always pay no attention to any other departments as well as the final result of the whole business process. For college research management, most management information is reserved by specialized institutions. There is no doubt that information will be distorted in the delivery and IP managers can not make the most of them. In general, the duty segmentation results in the closure of project management and finally results in the bad connection between research managers and IP managers.

Countermeasures

A. Standardizing Management Procedures

It is high time for colleges to establish reasonable IP management system and improve IP management regulations. A centralized and integrative IP management system with standardized regulations is a good choice to manage college IP in a stratified and phased way. When planning for the management work, colleges should also take IP management into consideration apart from project setup, execution and supervision so that they can improve project quality and accuracy and avoid repeated research with low level. As for the management of discoveries, colleges should extend law and market of scientific discoveries. In short, colleges should put IP connotation, IP holding number and situation of IP management system as important measures of the title evaluation and rewarding.

B. Establishing Strong Consciousness of IP Protection

Policy and institution instruction, owing to their functions of stimulation and inspiration, are very important to establish strong consciousness. Currently, many colleges notice it and make the most of policy and institution. Firstly, the number of patent filings has become an important measurement index in title evaluation, promotion, rewarding and even in education quality evaluation and innovation level evaluation. Secondly, teachers and researchers are required to present patent files when applying for research funds, which makes them attach great importance to patent and IP. Then, management departments should play an active role in in guiding, inspiring and supervising researchers to acquire IP knowledge and legal procedures about patent filing and finally help them establish strong consciousness of IP protection and law. Besides, college can offer some incentives like integrating patent transferable achievements into performance evaluation system to prevent some teachers' hoggish short-term action.

C. Strengthening Talent Cultivation

Managers in research management and IP management are required to be professional and comprehensive enough. That means, they should have a good grasp of each other. Besides, both managements refer to many other disciplines. For research management, it should establish independent Management Body of Knowledge (PMOK) including policy system, professional knowledge system and modern information technology system. Thus, college should strengthen cultivation of managers in both managements by requiring them to take systematic training.

Conclusion

College research management department should carefully carry out Some Opinions on Strengthening IP Protection and Management about Science and Technology issued by the Ministry of Science and Technology, take institutional innovation reform and transform the policy orientation that "results are everything while patents are nothing". With these efforts, we can largely increase the IP quantity, improve the IP quality, promote the development of high-new-tech industries with independent IP and finally enhance national innovation capability and economic competitiveness.

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