

## Poster Abstract – Original Research

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Title:

Cooperation between HEI and Business World: Knowledge and Transferable Competences

1. Introduction / Objectives / Methodology / Results / Conclusion

**Introduction.** At the Bologna Process and the European Higher Education Area Meeting, held in Paris on the 24-25<sup>th</sup> of May, 2018, representatives of education ministers have signed the Paris Communiqué, defining the ambitions of partnership for the next two years. Modernization of the business world asks for new challenges: there are no more fixed professions; shift from lifetime employment to lifetime employability, from employed professionals to entrepreneurial professionals is observed. Future skills and future learning pass from highly structured to open world with deeper communication, agility, cooperation, creativity, and digital literacy skills. The Paris Communiqué stresses the necessity to improve the implementation of fundamental values, especially cooperation among HEI, labor market and society. On the one hand, HEI is improving the quality and accessibility of teaching/learning activities, and, on the other hand, business world has opportunity to take advantages from HEI evidence based research.

Vilniaus kolegija/UAS develops successfully partnerships with small and medium size enterprises, delivering research based evidence for companies' activities and their marketing needs. As one of the cases, enterprise, which specializes in the production of natural products (food supplements with active ingredient called hydrolyzed fish collagen) in Lithuania, asked to carry out analysis of scientific articles and metadata in order to introduce company's production to society and professional community.

**Objectives.** To provide new insights in cooperation between HEI and business world validated on evidence-based research.

**Methodology.** Scientific review of metadata, case study.

**Results.** Analysis of food supplement's active ingredient, hydrolyzed fish collagen, effect on the human health has been carried out in order to provide mutual benefit for the HEI and business company, which specializes in the production of natural products in Lithuania. HEI contributes with research competencies and marketing, successfully delivering evidence-based research to small size business company.

2. three key references:

1. Villamil, O., Váquiro, H., & Solanilla, J. F. (2017). *Fish viscera protein hydrolysates: Production, potential applications and functional and bioactive properties*  
[doi://doi.org/10.1016/j.foodchem.2016.12.057](https://doi.org/10.1016/j.foodchem.2016.12.057)

2. Benjakul, S., Yarnpakdee, S., Senphan, T., Halldorsdottir, S. M., & Kristinsson, H. G. (2014). Fish protein hydrolysates: Production, bioactivities, and applications. In H. G. Kristinsson (Ed.), *Antioxidants and functional components in aquatic foods* (pp. 237–281). Chichester, UK: John Wiley & Sons Ltd.

3.

[http://media.ehea.info/file/2018\\_Paris/77/1/EHEAParis2018\\_Communique\\_final\\_952](http://media.ehea.info/file/2018_Paris/77/1/EHEAParis2018_Communique_final_952)

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3. three specific key messages:
  1. Cooperation with small and medium size business companies in education and research for mutual benefit.
  2. Mutual benefit while solving business issues: students and teachers develop experience and competencies; business companies get evidence based research for their future activities.
  3. Conversion of research to innovation for business.