
EconWorld2019@Seville

University as a hub for projects that foster employability and entrepreneurship. Case study on the Alexandru Ioan Cuza University of Iasi

Constantin-Marius Apostoaie¹, Irina Manolescu¹, Adriana Prodan¹

¹Alexandru Ioan Cuza University of Iasi, Romania

ABSTRACT

The role of universities in our society has changed over time and currently represents the topic for an increasing number of debates (both within academic circles as well as at policy level). In their activity, most universities make use of projects as instruments to achieve their aims and attain the changes they forward. In this context, our paper aims to highlight how organizational adaptability occurs within universities, so that it directly connects the results of the above mentioned projects with the strategic requirements these higher institutions have to follow. The paper basically follows the steps of project development within universities, from managerial practices to management models. Moreover, the sustainability of these projects is also considered, as a direct link to various aspects relevant to the labor market - employability and entrepreneurship. Methodologically, our approach is based on a case study - an university that is representative at a national level (Alexandru Ioan Cuza University of Iasi). The research is based on qualitative research and semi-structured interviews with project managers and departmental representatives involved in project management.

KEYWORDS University; project management; employability; entrepreneurship

JEL I23, J24