



The impact of research.



Carolin Plewa is helping one of Australia's most research intensive universities improve its research impact.

Carolin has identified how to maximise university/industry relationships for the benefit of both parties, and in turn the whole community.

Universities have long recognised the mutual benefit of research collaboration with private business.

From the School of Commerce at the University of Adelaide,

Both think and act differently and this is what makes the collaboration so valuable. But this also means that the cultures and priorities are different as well.

Carolin Plewa's research in Australia and Europe identified trust as the most important issue to deal with.

"Given the risks and uncertainties involved, trust is the fuel for parties to engage, communicate and commit."

Carolin came up with recommendations on how to build trust in these vital relationships and make them more effective.

"The University of Adelaide is investing in understanding how to maximise the impact of its research. My research supports the University in this quest."

www.adelaide.edu.au

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Life Impact



**THE UNIVERSITY
OF ADELAIDE**
AUSTRALIA