

## **Enhancing the Intellectual Property Rights of Universities through Knowledge Partnerships**

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### **Abstract:**

The aim of the research is to explore the impact of knowledge partnerships on marketing intellectual property rights in Iraqi universities. Nineteen governmental and private universities were selected as the study's field, and the research adopted a descriptive-analytical approach. The research population and sample are represented by university leaders in the researched universities, totaling (404) individuals. They were purposefully selected by the researchers due to their decision-making authority in the researched universities. Data were collected through a questionnaire survey distributed directly to the sample, from which (226) valid responses were retrieved for statistical analysis to determine the impact between the main research variables and their dimensions.

The findings revealed several results, most notably the existence of a significant impact between knowledge partnerships and the marketing of intellectual property rights. The research also provided a set of recommendations, including the engagement of the researched universities in partnerships with international universities and organizations through collaborative research projects. These projects would serve to address the marketing of scientific outputs and intellectual property rights, benefiting both the society and contributing to its development.

**Keywords:** knowledge partnerships, marketing of intellectual property

### **Introduction**

Today, our world is built upon knowledge – constantly renewing and evolving at every moment. The rapid and sharp progression of knowledge has compelled organizations in general, and universities in particular, to innovate, invent, and sustain scientific research. This pursuit aims to provide innovative scientific products that endure, yield financial benefits, and distinguish them from other universities. Moreover, universities aim to offer society products that contribute to its development and fulfill its needs. They are also obligated to engage in knowledge partnerships with various organizations, including both universities and non-university entities, on both local and global scales. These partnerships facilitate the exchange of knowledge and expertise, contributing, for instance, to the creation of innovative products or the marketing and protection of these products against unauthorized exploitation.

This context also highlights the concept of intellectual property rights and their marketing within the business community, given their crucial role in fostering innovation, protection, and societal and individual development. Universities are oriented towards forging partnerships and alliances to achieve inventions, protect them from infringements, and exploit them in ways that ensure mutual benefit for all involved parties.

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From here, this research emerged with the aim of contributing its findings to guide policies and practices within Iraqi universities and related institutions. It seeks to provide practical guidelines for enhancing knowledge partnerships in the marketing of intellectual property rights. This research will enhance the general understanding of the academic and business communities regarding the significance of knowledge partnerships in promoting effective and sustainable marketing and utilization of intellectual property rights.

## **First Section: Research Methodology Framework**

### **First: Research Problem**

Intellectual property rights are crucial for preserving innovation and encouraging creativity within society. In recent years, the pillars of knowledge partnerships have played a vital role in marketing and promoting intellectual property rights in the academic arena. However, scientific studies in Iraq face a significant challenge, which is the lack of literature and research related to the role of knowledge partnerships in marketing intellectual property rights in Iraqi universities, as far as the researcher's knowledge.

The scarcity of scientific literature poses a barrier to a comprehensive understanding of the challenges and opportunities related to enhancing and marketing intellectual property rights within the Iraqi academic sphere. This could lead to overlooking valuable opportunities for collaboration between universities and the commercial sector in the field of marketing and developing intellectual property rights. Without in-depth studies and documented scientific evidence, making informed strategic decisions to enhance intellectual property rights within Iraqi universities could be difficult (Al-Obeidi & Al-Rawi 2021, 34).

In light of the above, the research problem crystallized into a central question: "What is the impact of knowledge partnerships on enhancing the marketing of intellectual property rights in Iraqi universities?"

### **Second: Research Significance**

The significance of this research stems from clarifying the concept of marketing intellectual property rights, especially given the existing academic literature gap within universities regarding this topic. There is also a lack of emphasis on the potential financial and competitive benefits that marketing intellectual property rights can bring. Through effective marketing of intellectual property rights, universities can maximize their resources and enhance their scientific and competitive standing not only on a local level but also on a global scale.

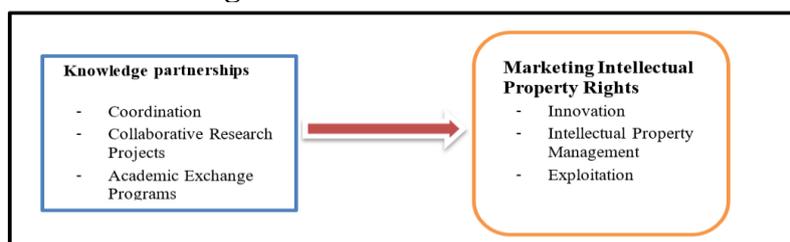
### **Third: Research Objectives**

Understanding the nature of the impact of knowledge partnerships in enhancing the marketing of intellectual property rights, in order to provide suggestions for marketing intellectual property rights in Iraqi universities in general and the universities under study in particular.

### **Fourth: Research Framework**

The researchers have designed a research framework based on the research problem, significance, and objectives as depicted in Figure (1):

**Figure 1: Research Framework**



\* The figure was designed by the researchers.

### **Fifth: Research Hypothesis**

Based on the research framework and in line with the research problem, the study was built upon a main hypothesis stating that (there is no significant effect between the dimensions of combined and individual knowledge partnership pillars and the marketing of intellectual property rights).

### **Sixth: Research Methodology**

The research adopts a descriptive methodology to describe the impact of knowledge partnerships on enhancing the marketing of intellectual property rights in Iraqi universities. Additionally, an analytical methodology is employed, grounded in field research, which involves the distribution of a questionnaire survey to the researched sample. The combination of these methodologies allows for a comprehensive exploration of the research problem and objectives.

### **Seventh: Statistical Tools**

The results were analyzed using the SPSS 26 software, to acquire a set of correlation and regression coefficients, along with descriptive results (mean, standard deviation, variance coefficient). These tools were employed to reveal the relationships and effects between the research variables.

### **Eighth: Research Population and Sample**

The researched universities were chosen as a sample representing all Iraqi universities, including governmental and private ones. The sample consists of 13 governmental universities and 6 private universities under the Iraqi Ministry of Education. The individuals targeted within these universities were the administrative leaders. For research purposes, a purposive and convenient sampling method was adopted, resulting in the selection of a sample of (404) individuals holding leadership positions within universities. These positions include university president, vice president, dean, and department managers (such as Cultural Relations Department, Academic Affairs Department, Scientific Products Marketing Unit/Division, Quality Assurance Department, Postgraduate Studies Department, Planning and Studies Department). The selection was based on the logical assumption that these individuals are the most capable and influential in understanding the concept of marketing intellectual property rights and knowledge partnerships. The research variables' dimensions align with the expertise and responsibilities of these targeted groups. The questionnaires were distributed among the targeted sample.

## **Second Section: Theoretical Framework of the Research**

The world today is witnessing diverse and rapid changes that have significantly impacted organizations, especially due to technological advancements and heightened competition. These aspects and challenges have compelled organizations to seek new methods to confront and adapt to these changes and challenges. Among the most prominent modern approaches is the significance of knowledge and science, and their utilization in economic and social development for both societies in general and businesses in particular. Many organizations have begun to establish knowledge-based and innovative ecosystems, including most universities.

### **First: Knowledge Partnerships**

Many universities have resorted to various methods to enhance their competitiveness. Some have turned to simulation systems or emulation, while others have opted for integration and restructuring. However, most universities have chosen to address intense competitive conditions by adopting the latest methods. These methods involve reengineering their processes to align with the new reality imposed by intense global market competition that emerged in the early 1990s. This forced universities to continuously improve the skills of their graduates and staff, diversify their funding sources, develop their resources, activate their three functions, enhance their infrastructure, and reengineer their processes and technological systems (Al-Kalout, 2017, p. 10).

Numerous companies and production entities have moved towards establishing research partnerships with research and development centers affiliated with universities, benefiting from their existing

expertise. Given this importance, the relationship between research centers within universities and companies and production entities has become a collaborative exchange dictated by mutual interests. Universities cannot keep their research results confined within their premises, and conversely, production entities cannot afford to maintain fully-equipped research facilities due to high costs. Scientific research constitutes a primary function of universities (Al-Hawas & Al-Osaimi, 2021, p. 8).

A. **Coordination:** Coordination can occur among organizations at the local, regional, or international levels. Organizations may coordinate their efforts in various fields, such as economic, social, humanitarian, environmental, and disaster relief sectors (Liu, S., & Chen, S. 2021, 326).

Coordination leads to enhancing relationships among individuals and groups, as it motivates them to develop advanced approaches to dealing with emergent events. These events stem from mutual communication among them, as well as from the culture both within and outside the organization (Kramer, 2010, 186). Emphasizing and working on coordination in partnerships yields efficiency in performance at all levels and results in high-quality outcomes, fostering cohesion within the partnership. Coordination is recognized as a tool for fostering partnership cohesion (Viinamaki, 2004, 117). Coordination plays a role analogous to the nervous system in humans. Just as the nervous system senses changes occurring in an individual's surroundings, it controls all activities and functions to respond to these changes. It maintains the internal functions of the body through interlinking these various tasks and functions with involuntary bodily reactions. Additionally, it stores and encodes past events to assist in thinking, evaluating responses, and facilitating communication among different body components. This resemblance mirrors the role of coordination in the internal functions of an organization while considering the influence of the external environment. It is worth noting that coordination achieves the following benefits (X., Gao, Y., & Sun, Y. 2021, 294).

1. Exploring effective methods, techniques, and tools that promote the identification, construction, exchange, and utilization of knowledge derived from partnerships.
2. Identifying anticipated opportunities for generating and exchanging knowledge and coordinating relevant procedures.
3. Providing assistance to enhance and coordinate research and analytical tasks related to the role of senior management. This aids in prioritizing partnership objectives and achieving alignment throughout its stages.

B. **Academic Exchange Programs:** In order to establish knowledge partnerships through academic exchange programs between universities, institutions should strive to enhance and strengthen their relationships with local and international higher education institutions. This facilitates the support and development of academic exchange opportunities for students and university members, as well as participation in international activities, seminars, and conferences. Undoubtedly, the primary purpose of these partnerships is to elevate the universities' status on local, regional, and international levels (Salimova & et al. 2014, 112).

These programs are considered distinctive opportunities for faculty members, researchers, students, and even regular affiliates to familiarize themselves with other cultures worldwide. They also aid in enhancing their professional and linguistic skills, along with acquainting them with new work procedures commonly practiced in universities around the world. These partnerships help build understanding among diverse academic professionals, faculty members, and students from various countries (Vezzali & et al. 2015, 67). Various types of knowledge partnerships exist between universities or between universities and business organizations, such as (Kuada 2002, 545): student exchange, faculty exchange, joint degree programs, collaborative projects, joint conferences, workshops, and seminars, leadership exchange, extensive research teams, joint doctoral programs, shared funding initiatives, collaborative online teaching, mutual support and encouragement for

young researchers, joint media and communication efforts, joint faculty appointments, shared campus utilization, joint technology transfer initiatives.

**C. Collaborative Research Projects:** The concept of collaborative research projects refers to initiatives that bring together multiple efforts in research and development among various institutions, whether they are companies, academies, research centers, or governmental entities. These projects aim to enhance collaboration and knowledge exchange, pooling resources to achieve common research objectives and create new products or solutions (Chandler, D., & Coburn, P. 2020, 545).

These research projects offer a broad scope for university researchers and faculty members to engage in practical projects that address real-world problems of utmost societal importance, encouraging them to tackle and solve these issues. Furthermore, these projects support and enhance the culture of scientific research in the field of education, encompassing a range of activities, including (Di Cagno & et al. 2014, 835):

1. **Support for Publication:** This involves endorsing the publication of scientific research in peer-reviewed journals and supporting the publication of theses and dissertations by graduate students in these journals.
2. **Author Support:** This entails publishing books, dictionaries, theories, and printing them.
3. **Translation Efforts:** This includes translating books, dictionaries, theories, and printing them.

The significance of these research projects lies in (Salimova et al. 2014, 110):

1. Enhancing the process of scientific and technological research in universities through collaboration with renowned international universities, organizations, and global centers.
2. Developing research skills and capabilities of university faculty members and researchers through knowledge exchange and experience-sharing with their counterparts in partner organizations.
3. Encouraging the formation of research groups among faculty members, researchers, and students.
4. Supporting reciprocal visits between universities and partners to gain firsthand knowledge of the technologies and practices utilized in scientific research.
5. Promoting the dissemination of scientific research in international journals and scientific publications. However, challenges and issues can emerge in this collaborative context, as highlighted by (Al-Ayla, 2017, 20).
6. Universities and their representatives may exhibit leniency in adhering to contractual and intellectual property (Know-How) agreements, while the partner may insist on strict literal compliance.
7. The possibility of the partner universities facing legal action, including their representatives such as researchers or faculty members, if research secrets are revealed to competing parties or if contract timelines are breached.

- The possibility of researchers being compelled not to publish scientific works or preventing the dissemination of their findings if publication impacts the interests of the funding partner.
- The likelihood of business organizations partners abruptly discontinuing the services of researchers if their interests change or if they decide to cease funding scientific research.
- The possibility that universities may not support their representatives, be it faculty members or researchers, if their actions conflict with the goals of the partnership with the other party.

### ***1- The Significance of Knowledge Partnerships***

The significance of knowledge partnerships is profound for various reasons, allowing businesses to collaborate across local and international borders with partners for expansion, growth, cost reduction, and innovation (Soderberg & et al. 2013, 350), or to disseminate knowledge, pool resources, share risks, and leverage the technology possessed by the partner (Vanags & et al. 2018, 17).

- a) These partnerships contribute to knowledge acquisition, learning, and the development of core capabilities. They enhance innovation within participating organizations, promote knowledge enrichment, and foster expertise.

- b) They facilitate access to essential funding for research and development to address practical and real-world issues, enabling society to benefit from new products and improved services.
- c) Organizations are enabled to enter new markets with lower costs and distributed risks among the collaborating parties.
- d) The partnerships bolster the financial resources of universities, making them practically beneficial for the community rather than solely offering theoretical education. This enhances their status in the education market, setting them apart from other institutions.

### **2- Objectives of Knowledge Partnerships:**

The objectives of forming knowledge partnerships between universities, scientific institutes, and both public and private sectors of the business world aim to achieve mutual goals desired by these universities and their partners. Companies may seek partnerships to apply the research results practically in the market, gain competitive advantage, and differentiate themselves from other universities, or secure sufficient funding for research and scientific tests. Reviewing researchers' writings reveals numerous objectives achievable through these partnerships, which can be summarized as follows (Cummings 2017, 6) (Road 2010, 7) (Kristin & et al. 2017, 2):

1. **The Need for New Knowledge and Resources:** Partnerships may be established to acquire implicit knowledge, expertise, and resources from partners, enhancing competitiveness and the ability to compete in the market.
2. **Access to New Technology:** Particularly with knowledge partnerships, due to the technological advancements possessed by the partner that are challenging to attain due to their high costs.
3. **Facilitating Knowledge Access:** Knowledge partnerships aim not just to transfer knowledge but to make it available at any suitable time for all partners.
4. **Unifying Visions and Goals:** Knowledge partnerships foster communication and collaboration among partners, unifying their visions and goals, achieving efficiency to confront environmental threats, seize opportunities, and enable dialogue, interdisciplinary collaboration, and knowledge exchange, contributing to economic development.
5. **Business Improvement:** Knowledge partnerships result in improved activities and operations by embracing novelty and sharing knowledge with partners to offer better products and services.
6. **Creating New Opportunities:** Knowledge partnerships facilitate the creation of new opportunities in the business environment through collaborative provision of knowledge services, opening up new forms and sources of knowledge and markets.
7. **Streamlining Processes:** Knowledge partnerships simplify the development of processes and allocate responsibilities among the collaborating parties.
8. **New Partnerships:** Knowledge partnerships present opportunities for new parties to enter future collaborations.
9. **Applicability in Any Field:** Knowledge partnerships are essential to capitalize on available knowledge, creative capacities, and form effective relationships based on shared visions and principles.
10. **Achieving Economic Development:** Rooted knowledge partnerships facilitate development through services that include training, education, scientific research, development, innovation, consulting, and facilitating effective communication. These contribute to the evolution of the business environment and the achievement of knowledge leadership.

### **Second: Marketing Intellectual Property Rights**

Marketing intellectual property products of universities is crucial as they represent knowledge markets and are fundamentally responsible for instigating change and fostering development within society. By offering what is novel and progressive to the community, these universities play a pivotal role. Moreover, marketing their scientific products opens up avenues for enhancing universities' competitive standing, increasing financial returns, fostering the qualification and preparation of their human resources, and building their capabilities. This, in turn, enables them to achieve growth and expansion. "Marketing intellectual property rights stands as one of the most significant methods for

stimulating innovation and business development, granting companies and inventors legal protection for their ideas and creations, and aiding them in marketing these concepts and products that are founded upon them" (WIPO 2021, 3). There are several dimensions to marketing intellectual property rights, including:

**A. Innovation:** Innovation is a key driver for the success of businesses. It contributes to enhance productivity, improve product quality, and cost reduction. Furthermore, innovation is instrumental in creating fresh avenues for growth, expanding markets, and bolstering competitive capabilities. It can also serve as a source of wealth and economic development by generating new employment opportunities and increasing investment. Additionally, innovation has the potential to effect positive societal and environmental change through the development of sustainable and intelligent solutions to address various challenges ((Brown, T. 2021, 33)).

Innovation is defined as the process of generating novel ideas and introducing them to the market to enhance existing operations, services, or products. Innovation stands as one of the most influential factors in economic development, achieving economic growth, and driving social change (Brown, T. 2021, 33).

**B. Intellectual Property Management:** Intellectual property management is one of the crucial aspects that companies, organizations, and governments must prioritize. Intellectual property is a contemporary concept intertwined with innovation, creativity, and technology, aiding in the improvement of products and services and fostering economic development (Landes, William M., and Richard A. Posner. 2021, 25).

Intellectual property management is the process of planning, implementing, managing, and safeguarding intellectual property assets for companies, organizations, or individuals. These assets encompass a diverse range of elements, including patents, trademarks, industrial designs, and copyrights (Marín-Rodríguez, C., & Ramírez-Alesón, M. 2020, 217).

**C. Exploitation:** Exploitation of intellectual property rights refers to the legal utilization of rights owned by innovators, inventors, and creators in their works, inventions, and trademarks, achieved through licensing these rights to others in exchange for monetary compensation or other forms of remuneration. Exploitation of intellectual property rights involves the utilization of these rights, such as patents, trademarks, and copyrights, to generate profits. This may encompass the production and sale of products and services or granting licenses for the use of intellectual property rights to third parties (Atkinson, R. 2021, 692).

### ***1- Importance of Intellectual Property Marketing***

The contributions universities offer in terms of scholarly output and intellectual products are essential for society and organizations in both the public and private sectors, bridging the gap between production and consumption. Furthermore, universities cater to the needs of beneficiary entities, fostering their growth and development through proper marketing practices (Muslim, 2015, 97). The significance of marketing intellectual property rights can be summarized as follows (A. Karim, 2020, 12 and WIPO 2021, 3):

- **Protection of Investments and Innovations:** Evaluation and auditing assist in safeguarding intellectual property rights, providing investors and companies with the assurance that their investments and innovations are adequately protected.
- **Mitigation of Legal Risks:** When a company evaluates and audits intellectual property rights, any infringed rights or instances of forgery are identified, thus contributing to the mitigation of potential legal risks.
- **Enhancement of Financial Performance:** Properly protected intellectual property rights grant a company a competitive advantage over rivals, leading to an improvement in financial performance.
- **Strengthened Customer and Partner Relations:** The evaluation and auditing of intellectual property rights signal the company's seriousness and respect for ethical and legal standards in its operations. This fosters strong and enduring relationships with customers and business partners.

## 2- Objectives of Intellectual Property Marketing

The protection of intellectual property rights in marketing aims to promote innovation, creativity, and economic development. These objectives encompass the protection of intellectual property rights for companies and individuals while achieving a balance between their rights and the rights of society as a whole. The goals of intellectual property protection in marketing also include enhancing innovation, creativity, and the development of modern industries in developing countries, improving their technological, economic, and social capabilities. Additionally, these efforts work towards boosting international trade and fostering trade relations between nations (World Trade Organization publication, 2020, 3) and (United Nations Industrial Development Organization publication, 2020, 6).

### The Third Section: Practical Research Framework

#### First:-

The research relies on the application of descriptive statistical analysis to examine the variables and dimensions, which were measured using the research instrument, namely the questionnaire. The study employed measures such as the mean, standard deviation, variance coefficient, and relative importance to describe the research variables and dimensions. Table 1 presents the outcomes of the descriptive analysis for the research variables and their dimensions.

**Table (1):** Description and Diagnosis of Research Variables and Dimensions

Variable	Dimensions	Mean	Standard deviation	Variance coefficient	Relative importance
	Coordination	3.96	0.71	0.179	79.2
	Collaborative Research Projects	3.89	0.70	0.180	77.8
	Academic Exchange Programs	3.85	0.87	0.226	77.0
	<b>Total</b>	<b>3.90</b>	<b>0.76</b>	<b>0.195</b>	
Intellectual Property Marketing	Protection	3.81	0.84	0.220	76.2
	Intellectual Property Management	3.73	0.80	0.214	74.6
	Exploitation	3.05	0.93	0.305	61.0
	<b>Total</b>	<b>3.53</b>	<b>0.86</b>	<b>0.25</b>	

\*Table Prepared by the Researcher Based on SPSS 26 Results

From Table (1), the following observations can be made:

#### A. Knowledge Partnerships

After standardization, Knowledge Partnerships attained the highest relative importance score (79.2) and a mean value of (3.96). This is reinforced by the values of the standard deviation and variance coefficient, which were (0.71, 0.179) respectively. These values indicate that the respondents' answers are more consistent in their responses, given that they have lower values compared to the other dimensions. Additionally, we note that Flexibility received the lowest relative importance rank among the dimensions, with a value of (77%) and a mean value of (3.85). This is supported by the values of the standard deviation and variance coefficient, which were (0.87, 0.226) respectively. These values indicate that the respondents' answers are more homogeneous in their responses, as they have higher values compared to the other dimensions.

Consequently, Knowledge Partnerships achieved an overall variance coefficient of (0.195), indicating that the researched universities are establishing partnerships with other parties and organizations. This is further supported by the mean value of (3.85) and the standard deviation of (0.74).

#### B. Intellectual Property Marketing

From the table, we observe that after Innovation, Intellectual Property Marketing achieved the highest relative importance score (79.2) and a mean value of (3.96). This is supported by the values of the

standard deviation and variance coefficient, which were (0.76, 0.192) respectively. These values indicate that the respondents' answers are more consistent in their responses, as they have lower values compared to the other dimensions. Additionally, we note that after Exploitation, Intellectual Property Marketing received the lowest relative importance rank among the dimensions, with a value of (61%) and a mean value of (3.05). This is reinforced by the values of the standard deviation and variance coefficient, which were (0.93, 0.305) respectively. These values indicate that the respondents' answers are more homogeneous in their responses, as they have higher values compared to the other dimensions.

Consequently, Intellectual Property Marketing achieved an overall variance coefficient of (0.239), indicating that the researched universities consider the topic of intellectual property marketing with moderate importance. They need to further contemplate the utilization of their innovative research outputs for their academic community. This is supported by the mean value of (3.85) and the standard deviation of (0.74).

### Secondly: Testing the Research Hypothesis

The research hypothesis which states "There is no significant effect between the combined and individual dimensions of knowledge partnerships pillars and intellectual property marketing" will be tested using the results of the statistical analysis and by employing the simple linear regression equation, as illustrated in Table (2).

**Table (2) Simple Linear Regression Results in the Impact of Combined and Individual Dimensions of Knowledge Partnerships Pillars on Intellectual Property Marketing.**

Independent Variable	Dependent Variable	Constant Value	Beta Coefficient Value	Value of R-squared (%)	Calculated F Value	Significance
Knowledge Partnerships	Intellectual Property Marketing	0.67	0.72	0.42	164.90	Impact Found
Coordination		1.11	0.60	0.31	104.25	Impact Found
Collaborative Research Projects		0.48	0.74	0.48	201.81	Impact Found
Academic Exchange Programs		1.48	0.52	0.36	128.27	Impact Found

The tabulated F value at a significance level of 5% and degrees of freedom (1,585) is 3.86.

\*Table Prepared by the Researcher Based on SPSS 26 Results

From Table (2), the following observations can be made:

A. The calculated F-value reached (164.90), which is greater than its critical value at a significance level of (0.05) with degrees of freedom (585, 1) and a critical value of (3.86). This indicates a statistically significant impact of cognitive partnerships on intellectual property marketing. Since the beta coefficient ( $\beta$ ) is positive, it signifies a positive effect (direct relationship). The determination coefficient (R-squared) reached a value of (0.42), implying that (42%) of the variations in intellectual property marketing can be explained through cognitive partnership dimensions. Additionally, the beta coefficient ( $\beta$ ) reached (0.72), representing a positive and significant value. This means that a unit change in cognitive partnerships leads to an increase of (72%) in intellectual property marketing. The regression equation takes the form:

$$Y = 0.67 + 0.72 X1$$

Where X1 represents knowledge partnerships.

B. The calculated F-value reached (104.25), which is greater than its critical value at a significance level of (0.05) with degrees of freedom (585, 1) and a critical value of (3.86). This indicates a

statistically significant impact of coordination on intellectual property marketing. The positive beta coefficient ( $\beta$ ) suggests a positive effect (direct relationship). The determination coefficient (R-squared) reached a value of (0.31), indicating that (31%) of the variations in intellectual property marketing can be attributed to coordination. The beta coefficient ( $\beta$ ) reached (0.60), signifying a positive and significant value. This means that a unit change in coordination results in an increase of (60%) in intellectual property marketing. The regression equation is as follows:

$$Y = 1.11 + 0.60 X_2$$

Where  $X_2$  represents coordination.

C. The calculated F-value reached (201.81), which is greater than its critical value at a significance level of (0.05) with degrees of freedom (585, 1) and a critical value of (3.86). This indicates a statistically significant impact of collaborative research projects on intellectual property marketing. The positive beta coefficient ( $\beta$ ) suggests a positive effect (direct relationship). The determination coefficient (R-squared) reached a value of (0.48), indicating that (48%) of the variations in intellectual property marketing can be attributed to collaborative research projects. The beta coefficient ( $\beta$ ) reached (0.74), signifying a positive and significant value. This means that a unit change in collaborative research projects leads to an increase of (74%) in intellectual property marketing. The regression equation is as follows:

$$Y = 0.48 + 0.74 X_3$$

Where  $X_3$  represents collaborative research projects.

D. The calculated F-value reached (128.27), which is greater than its critical value at a significance level of (0.05) with degrees of freedom (585, 1) and a critical value of (3.86). This indicates a statistically significant impact of academic exchange programs on intellectual property marketing. The positive beta coefficient ( $\beta$ ) suggests a positive effect (direct relationship). The determination coefficient (R-squared) reached a value of (0.36), indicating that (36%) of the variations in intellectual property marketing can be attributed to academic exchange programs. The beta coefficient ( $\beta$ ) reached (0.52), signifying a positive and significant value. This means that a unit change in academic exchange programs leads to an increase of (52%) in intellectual property marketing. The regression equation is as follows:

$$Y = 1.48 + 0.52 X_4$$

Where  $X_4$  represents academic exchange programs.

Thus, the first sub-hypothesis is rejected, and the alternative hypothesis is accepted, which states that there is a significant effect between combined and individual cognitive partnerships and intellectual property marketing.

## **Section Four: Conclusions and Recommendations**

### **First: Conclusions**

1. The results indicated that different types of cognitive partnerships were of high importance to the researched universities. This could explain the universities' engagement in partnerships by facilitating joint research projects to capitalize on knowledge and respond to global variables, aligning their services with societal interests. Furthermore, it elucidates the universities' encouragement of continuous exchange of ideas and knowledge with partners to benefit from diverse cultural experiences. These partnerships also foster the transfer of expertise across various departments through the establishment of academic programs and academic exchange initiatives.
2. The results demonstrated that the dimension of protection is relatively of high importance among the dimensions of intellectual property marketing. This can be attributed to university leadership's pursuit of safeguarding innovative research outputs of their researchers through various forms of intellectual property protection. Additionally, the aspect of intellectual property exploitation obtained moderate relative importance, underscoring the necessity for universities to streamline licensing or relinquishment conditions for their intellectual property rights.

3. The findings revealed that the process of intellectual property marketing, including protection, intellectual property management, and exploitation, is present in the researched universities. This signifies the leadership's commitment to providing value to all relevant stakeholders, driven by their recognition of the significance of this matter.
4. The results of regression analysis indicated a significant effect between different types of cognitive partnerships and intellectual property marketing in the researched universities. This effect is most pronounced when universities establish cognitive partnerships based on collaborative research projects.

### **Secondly: Recommendations**

5. Universities' commitment to qualifying and training their academic leadership holds inherent benefits for effectively addressing the challenges and opportunities associated with cognitive partnerships involving collaborating parties and entities. It also extends to the marketing of their intellectual property rights.
6. Universities must grasp the essential significance of safeguarding the innovative scientific outputs of their researchers from encroachments, whether through usage or attempting to claim credit for their innovations. This necessitates:
7. Universities need to consider the trajectory through which partnerships lead to the creation of valuable research outcomes by their researchers when establishing partnerships. Consequently, these outcomes can be harnessed and utilized in ways that benefit the universities. This trajectory is realized through cognitive partnerships grounded in joint research projects and the coordinated delineation of roles for each participating party. Universities should demonstrate trust in their partners' knowledge and expertise and facilitate researcher exchanges and visits to partners to gain insight into their knowledge and experience.

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