Towards the Third Generation University
Managing the University in Transition

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Universities are undergoing massive change, evolving from science-based, government-funded institutions into ‘international know-how hubs’ dubbed third generation universities, or 3GUs. J.G. Wissema explores this dramatic change, tracing the historic development of universities, and exploring the technology-based enterprises, technostarters and financiers for start-ups and young enterprises that are the main partners of these 3GUs. He goes on to illustrate that universities play a new role as incubators of new science or technology based commercial activities and take an active role in the exploitation of the knowledge they create. The book concludes with suggestions regarding the way in which changes in the university’s mission should be reflected in subsequent organisational changes.

‘The book is very well-structured. . . [It] provides a timely contribution to a conversation with a long history, and debates over the nature and purpose of the university seem certain to figure prominently in educational discourse for many years to come.’
– Peter Roberts, Journal of Educational Administrative and History

‘Drawing from experience as a professor in innovation and entrepreneurship and as a consultant to universities, Wissema offers deep insights into management of the modern universities. The book is well-written and all those university administrators who wish to transform their universities into entrepreneurial universities would find the book very useful.’
– Jandhyala B.G. Tilak, Journal of Educational Planning and Administration

‘In Central and Eastern Europe, universities are struggling to adapt to the new economic and institutional situations. The concept of the Third Generation University is powerful in giving direction. In addition, the book offers much practical advice, taken from the author’s experience as a consultant to universities.’
– Marjan Bojadzhiev, University American College Skopje, Macedonia

‘Although the quality of university management makes or breaks the effectiveness and efficiency of a university, most university managers come unprepared to the job while only few books and courses in the subject are available. This book offers, amongst other things, welcome insights into the issue of university management. In Wageningen, the concept of the Third Generation University has proven to be inspiring, challenging and operational. It enabled us to develop science for Impact for a variety of new stakeholders.’
– M. Kropff, Wageningen University and Research Centre, the Netherlands

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