

**András Gábor<sup>1</sup>**

## The ALADIN initiative is a framework for the strategic renewal of Corvinus University of Budapest

March 1, 2006 is an important date in the history of the Hungarian Higher Education, as the new LXXX/2005 Act on Higher Education is effective from this date. The new act is the final step of approximately 15 years of reform, which has accelerated in the last five years. A large part of the system renewal originates from the Bologna Agreement, adopted by the Ministers of Education in 1999, but the reform covers a much broader area than just the system of education and training. One of the main objectives of the reform is to give opportunities to Higher Education Institutes (HEI) to be more competitive, responsive as well as being constructive members of the European Education (and Research) Area.

Under the framework of the National Development Plan, the Human Resource Development Program of nine universities in two consortia has developed a normative process model in order to focus on organisational and procedural innovation. In the first phase of the project, more than 40 innovative solutions we developed. The second phase was devoted to normative model development. Since the HEIs are in a competitive situation, the adaptive phase will be conducted separately based on a common model. The common model will guide not only the adaptation, but also serves as a basis for decision support to the Ministry of Education.

The overall objective of the development is complex. First, Hungarian higher education has several positive traditions, which are worth preserving. Second, the competition assumes sustainable growth. Third, a dynamic equilibrium is also an achievable objective. The financing of resources on one hand, and the task-oriented income on the other need a dynamic equilibrium. The overall strategic focus will be applied to performance management, organisational innovation, ERP, innovative technologies in education, strategic human resource management and the link between academia and the labour sector. The key strategic action is active portfolio management.

Portfolio management covers a mix of educational programmes and research projects, including building the life cycle of innovation. An integral part of portfolio management is dynamic international co-operation. ALADIN is a very good initiative under which educational and research activities can be organically implemented in the strategy of the Corvinus University of Budapest. The regional aspect will be enhanced in the feedback of the labour sector to academia; innovative technologies will be used in the development and use of joint curricula.

Corvinus University of Budapest is fully engaged in the co-operation on a win-win basis, and ALADIN gives an excellent example and basis for doing this.

**Otto Petrovic<sup>2</sup>, Christian Kittl<sup>3</sup>**

## Contributions of ALADIN to eRegion Development: The University of Graz Perspective

Karl-Franzens-University Graz was among the four founding Universities of the ALADIN network in October 2002. At that time the group could already look back upon a long-standing history of joint conferences and events, but it became clear that a more formal co-operation would be needed for the following steps of strengthening and deepening the until then very informal collaboration. Through the formal act of signing the 'ALADIN Universities' Network' foundation charter by the respective vice rectors and the consecutive steady process of enlargement the network soon became a very important platform for joint projects.

Ever since the beginning of the cross-border co-operation of ALADIN members in joint projects there have been two major success factors:

Firstly, the complementary competencies of the platform participants: Within the network and its common focus on 'e' a big variety of different areas of expertise can be found, e.g. e-Business, e-Geomatics, e-Government, e-Health, e-Logistics to name only a few. Being able to rapidly identify and access people and organizations with excellent know-how in certain domains is a huge advantage in projects, and especially also in forming consortia for EU proposals.

Secondly, but at least as important as the first point of having easy and fast access to know-how in com-

<sup>1</sup> Department of Information Systems, Corvinus University of Budapest, Hungary, andras.gabor@uni-corvinus.hu

<sup>2</sup> Professor & evolaris Chairman of the Board, Institute for Organization and Human Resource Management, Karl-Franzens-University & evolaris research lab, Graz, Austria, otto.petrovic@evolaris.net

<sup>3</sup> Teaching Assistant & Head of Unit, Institute for Organization and Human Resource Management, Karl-Franzens-University & evolaris research lab, Graz, Austria, christian.kittl@evolaris.net

plementary domains, maintaining good personal relationships between the network members proved to be a major success factor for ALADIN. There is a big difference between collaborating with people you have never met before via the Internet and doing so with friends you meet regularly in cross-border workshops or at conferences. Here, being members of one region is a big advantage for the ALADIN Network universities. Holding joint lessons, exchanging students, and providing students with the possibilities to gain practical work experience from internships (as it is for example the case between University of Trieste and evolaris research lab, Graz) helps building long-lasting relationships and on a higher level even aids in building social cohesion within the Alpe Adria region.

Currently, one of the biggest success stories of the ALADIN network so far is being developed over the platform: mGBL, which stands for mobile game-based learning and is an EU funded project under the Framework Program 6 (see [www.mg-bl.com](http://www.mg-bl.com)). The specific targeted research project (so called STREP) was approved in late summer 2005 and is co-financed by the European Commission with approximately □ 2.3 million. The core project consortium is formed by the original ALADIN network members, namely the Universities of Maribor, Rijeka, Trieste, and the evolaris research lab, which is closely related to Karl-Franzens-University, Graz. The main goal of mGBL is to research on the possibilities of new learning models built around games on mobile phones. Traditional learning methods, such as the pure "Tell-Test Teaching" don't manage to evoke a high involvement from the student, as he is not engaged as an active participant in the learning process<sup>4</sup>. Interactive learning methods, which are supported by digital games, can

put things right. In general, digital games are considered to involve the participants very much; however, commercial games often lack the pedagogically desired learning content. Digital Game-Based Learning – the combination of digital games and high-quality learning content – is in this context a valuable pedagogical-didactic medium, which activates the student. Especially the combination of digital games with the real world, e.g., in the form of pervasive games, offers big chances, but represents at the same time also a challenge.

The core idea of the mGBL project is to trigger social interaction with the aid of the mobile telephone, which result in learning processes. The mobile telephone is used to trigger interactions with other game participants in a playful way, but also with the real world, which is integrated in the games as "stage". In order to realize this core idea, three fundamental characteristics are implemented: ubiquity of the interaction, integration of the real world as interaction area and basic ideas. Throughout the 30 month duration of the project the consortium will develop a platform for practically implementing and empirically evaluating these ideas in mobile game-based learning models.

For the future the Graz members of the ALADIN network hope for further strengthened co-operation with all network partners. The key will be real projects, ideally on a multilateral basis as it is the case in EU programs, which enable the participants to build upon the success factors of the past: Bringing together complementary competencies in the 'e'-domain and building and keeping good personal relationships, which form the basis for a successful Europe.

**Jože Gričar<sup>5</sup>, Miroљub Klajić<sup>6</sup>**

## **Contributions of ALADIN to eRegion Development: The Faculty of Organizational Sciences, University of Maribor Perspective**

Cooperation in ALADIN is very valuable to the Faculty of Organizational Sciences, University of Maribor. Several activities of the faculty and students are closely working with ALADIN members. For example:

- **The Executive Meetings on Cross-border eRegion Development** (twice a year), <http://www.bledconference.org/executive-meeting>.
- **The eUniversity Forum - eIntegration Challenges for Rectors and Deans: Cross-border Cooperation in eRegion and Ambassadors Involvement**, a component of the annual Bled eConference, <http://www.bledconference.org/euniversityforum>.
- **The ALADIN Meeting** of the annual Bled eConference, <http://www.bledconference.org>.
- **Merkur Day** – annual Undergraduate and Graduate Students eConference, Merkur Ltd., Trade and Services, Naklo, Slovenia, <http://ecenter.fov.uni-mb.si/merkurday>.
- **The Workshops on LivingLabs:**
  - **The 1<sup>st</sup> Workshop on Innovation and Collaboration for Productive Economy:** Changing the growth curve, sponsored by the eCommerce Center, Faculty of Organizational Sciences, Univer-

<sup>4</sup> Prensky, M., 2001. Digital Game-Based Learning. McGraw-Hill, New York, USA.

<sup>5</sup> University of Maribor, Faculty of Organizational Science eCenter, [gričar@fov.uni-mb.si](mailto:gričar@fov.uni-mb.si)

<sup>6</sup> University of Maribor, Faculty of Organizational Sciences, Laboratory of Cybernetics and Decision Support Systems, [miroљub.klajić@fov.uni-mb.si](mailto:miroљub.klajić@fov.uni-mb.si)