

TABLE OF CONTENT

ABSTRACT	3
ABSTRAKT	4
TABLE OF CONTENT	5
LIST OF TABLES AND FIGURES	7
ROZŠÍŘENÝ ABSTRAKT	8
INTRODUCTION	9
CALLS FOR RESEARCH	9
CHAPTER 1. LITERATURE REVIEW	11
1.1. Region Development	11
1.1.1. Triple-Helix Model	Chyba! Záložka není definována.
1.1.2. World experience Triple-Helix-based Regions development....	12
1.1.3. Zlin Region development, RIS strategy	12
1.1.4. The Role of a University in the Triple-Helix Model	12
1.2. Classification of University Models	13
1.3. The Genesis and Definition of the Entrepreneurial University	13
2. CHAPTER 2. THE DEVELOPMENT OF REGIONAL ENTREPRENEURIAL UNIVERSITY MODEL	14
2.1. Criteria and Features of Regional Entrepreneurial University	14
2.2. Transformation into Entrepreneurial University to incorporate Triple- Helix Model	14
2.2.1. An Organizational Structure Adequate to new goals and Management/ Autonomy Methods	17
2.2.2. Building University Corporate Culture	18
2.2.3. Forming a multi-channel financing base	18
2.2.4. Upgrading Scientific Effort	18
2.2.5. Perfecting Educational Activities	19
3. CHAPTER 3. RESEARCH METHODOLOGY AND INTERVIEW PROCESSING	20
3.1. Research Methodology and Interview Processing	20
3.2. Research Data Analysis	21
3.2.1. Summary of the Interviewing Results	21

4. CHAPTER 4. MODEL ADAPTATION FOR TOMAS BATA UNIVERSITY IN ZLÍN.....	22
CONCLUSION.....	24
THE THEORETICAL AND PRACTICAL APPLICATIONS OF THE RESEARCH.....	25
REFERENCES.....	26
PUBLICATIONS.....	29
CURRICULUM VITAE.....	30