

INTELLECTUAL PROPERTY MANAGEMENT OF AN EDUCATIONAL ORGANISATION WITH SPECIAL EMPHASIS ON HUMAN CAPITAL: AN INDIAN EXPERIENCE

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Educational Organizations are the hub of intellectual pool. In this era of rapid-paced changing Intellectual Property regimes, it is need of time to identify and maximum utilize intellectual pool existed. IP audit is one of the tools available for IP management and is a vital and integral part of strategy management process. IP audit is an analysis performed to identify strengths and weaknesses of the IP assets of an organization. Systematic approach of IP audit assesses overall intangibles generated, maintained and exploited commercially by organization.

Conducting IP audit of educational organization which comes under public sector is skill. It is very demanding, complex and tedious process. This is very true particularly for Indian Educational Organizations as the importance of Intellectual Property is very recently recognized. Identification of intellectual input and its output in tangible form is challenging task. But it is need and will help technical officers of an Educational Organizations for better IPM. It provides comparable report of total input and output which clearly reflects core capabilities of the Educational Organization that can be used to achieve competitive advantage and successful technology transfer.

There is a huge gap between researchers' and academics' knowledge of Intellectual Property Rights issues, and the way with which research and collaborative projects are taking place in developing countries like India. Due to this, research institutes in India though having intellectual capital can not cope up with pace of technology movement. Definitely this is affecting economy of the country indirectly.

IP audit is not statutory but a must exercise to be followed by organizations who want to be leader in their field. IP audit focuses on your performance directly and thus it is a useful in effective deal-making and Intellectual Property management. Therefore, a thoughtful and methodical approach for Intellectual Property management through IP audit is need.

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The objective of the paper is to share an approach used for conducting IP audit of an Indian Educational Organization & role of human capital in IP management. IP audit is a crucial analysis of each and every intangible property owned by an Educational Organization which includes organization capital, human capital, relational capital and IPR. IP audit is undertaken to improve Educational Organization performance and have more effect on R & D management and funding. Paper shares the effective ways of enlisting huge and varied intangible properties owned by an Educational Organization. It also covers how to manage future plans considering IP.

Study of IP audit is done considering an engineering institute of India, Indian Institute of Technology Bombay, Mumbai which is one of the leading institutes in India, well equipped with IP management strategy. IITB own almost all types of intellectual property as patents, very branded trademark, industrial designs produced by Industrial Design Center, a large pool of copyrightable material, integrated circuit layout designs, very innovative softwares, business plans etc. till these are not so well managed and exercised commercially. Activity like IP audit is very new for the Institute. Identifying and collecting intangible assets owned by the Institute is cumbersome process. For this study only one Department out of 15 Departments and two schools in IITB is considered. Data collection is done through questionnaire, records maintained by IRCC, Department office and IPR Cell of IITB and interviews of the Dean, Associate Dean, faculties and students. Data is collected of last five years and analyzed.

Analysis of data gives insight over complete detailed picture of IP assets and throws light on various issues like the reasons of having particular number of patents, investment vs. return ratio, rate of commercialization, percentage of licensing etc affecting on comparative ranking of IITB among Technology Institutes in the world. Some other interesting insights gained through this in-depth IP audit exercise are depicted here. Guidelines are provided to how IP audit can be implemented as a process of Educational Organization rejuvenation. Paper provides a model for effective IP management of Educational Organization. The present IP audit helped to strengthen the management, decision-making process by having it recognize and address key internal and external factors that affect the effective utilization of IP capital.

Keywords: Intellectual property management (IP management), Intellectual capital, Intellectual Property Audit (IP Audit), Human Capital, Educational Organization, developing countries.