Abstract

Areas for exchange between universities and the market must be constructed to avoid mercantilising the academic world without renouncing the benefits of a systematic exchange between both spheres. Different theoretical viewpoints could guide the construction process. However, current approaches do not explain why (in the presence of the same structures and cultures) some areas of exchange are sometimes perceived as being authentically non-hegemonic exercises in contact between the university and the market and sometimes no so. Areas for exchange must thus be constructed (such as social performance) for explaining this phenomenon and analyse it from cultural pragmatics. This work introduces such an approach, referring to the recent construction of an area for exchange between the university and the market in the Universidad Nacional de Colombia via a project named Catella.

Keywords

university, technology transfer, areas for exchange, cultural pragmatics