Abstract

Society and the new global economy, where changes are essential to compete successfully, place the university and business sectors in a scenario where cooperative relations through the establishment of strategic alliances are of fundamental convenience for the development and growth of both sectors. A study was carried out, supported by a theoretical construction based on the logical reasoning method. It led to a definition of management policy for relations between the two sectors in the field of local development and inter-organizational relations, formulating explanatory hypotheses aimed at configuring action strategies that support and regulate these interactions.

Keywords
Management policy, university sector, business sector.