

# UBT College Peja Branch Research Development Plan

2023-2028

## 1. INTRODUCTION

The Research Development Plan of UBT College Peja Branch is designed to cultivate a dynamic and impactful research environment. This approach is intricately aligned with the Branch's core mission and the specialized academic programs offered in Business Management, Economy, Computer Science, and Design. The strategic focus is placed on nurturing innovative research particularly in the domains of Small and Medium-sized Enterprises (SMEs) and service sectors. These areas are identified as pivotal for fostering regional economic growth and technological advancement.

The Research Development Plan is aligned with the academic programs as follows:

- **Business Management and Economy:** Research initiatives will focus on market trends, SME development strategies, financial modeling, and economic sustainability. The objective is to generate insights that can influence policy-making and support the growth of local businesses.
- **Computer Science:** The plan involves harnessing the potential of digital technologies and software development to drive innovation in business and service sectors. Research will delve into areas like AI, data analytics, and cybersecurity, aligning with contemporary technological needs.
- **Design:** Research in design will explore creative solutions for business and community challenges. This includes sustainable design practices, digital design innovations, and the integration of art and technology to enhance user experiences and service delivery.

The Research Development Plan is formulated based on the following:

- **Emphasis on Innovative Research:** The plan commits to fostering a culture of innovation where research is not only academically rigorous but also practically relevant. This involves:
  - Developing research projects that address real-world challenges faced by SMEs and service sectors.
  - Encouraging creative problem-solving and design thinking in research methodologies.
  - Collaborating with industry experts to ensure research remains aligned with current market needs and technological advancements.
- **Contribution to Regional Development:** The research conducted under this plan will have a direct impact on regional development by:
  - Providing SMEs with data-driven insights and strategies for growth and sustainability.
  - Enhancing the quality and efficiency of services in the region through technology and design innovations.
  - Contributing to the knowledge base that can influence local and regional policies for economic and technological development.

## 2. RESEARCH OBJECTIVES

Research objectives set by this plan are as follows:

- **Objective 1: Enhance Research Capacity in Key Areas**
  - Indicator for Objective 1: Increase in faculty with PhDs and research groups.
  - Benchmarks: Establish at least five research groups by 2025.
- **Objective 2: Promote Research in SMEs and Service Sectors**
  - Indicators: Number of research projects, partnerships with local businesses, and published papers.
  - Benchmarks: Launch five SME-focused projects and publish 10 papers annually.
- **Objective 3: Integrate Research with Teaching and Community Service**
  - Indicators: Student participation in research, research-based coursework.
  - Benchmarks: 50% of final-year students involved in research projects by 2024.
- **Objective 4: Fostering of Industry-Academia Collaboration:**
  - Indicators: Number of industry partnerships established annually. Quantity and quality of joint research projects with industry partners. Number of industry-funded research initiatives.
  - Benchmarks: Establish at least 5 new industry collaborations each year. Initiate a minimum of 3 major joint research projects annually with industry partners. Secure funding for at least 2 industry-sponsored research projects per year.
- **Objective 5: Encouragement of Faculty Research.**
  - Indicators: Number of research grants awarded to faculty. Publications and presentations by faculty in academic and industry forums.
  - Benchmarks: Award at least 10 research grants to faculty members annually. Achieve a minimum of 20 publications or presentations by faculty in recognized forums and reputed SCOPUS and Web of Science journals annually.
- **Objective 6: Student Research Opportunities.**
  - Indicators: Number of research modules integrated into the curriculum. Quantity of student internships in research projects. Quality and impact of student research projects.
  - Benchmarks: Incorporate research components in at least 50% of courses across all programs. Provide at least 30 internships annually in research projects for students. Ensure high-quality student research projects, with at least 5 being recognized at national or international levels each year.

- **Objective 7: Interdisciplinary Research Approaches**
  - Indicators: Number of interdisciplinary research projects initiated. Level of participation from different departments in joint research. Impact and recognition of interdisciplinary research outcomes.
  - Benchmarks: Launch at least 5 interdisciplinary research projects each year. Achieve participation from all relevant departments in at least 3 cross-disciplinary research initiatives annually. Gain national or international recognition for at least 2 interdisciplinary research projects per year.

### 3. FUNDING AND RESOURCES

To enhance the research capabilities and output at UBT College Peja Branch, a comprehensive financial strategy will be implemented, encompassing the allocation of internal budgets and the pursuit of external funding sources. This strategy includes:

- **Allocation of Budget for Research:** The college will dedicate a significant portion of its budget towards research activities. This allocation will cover the costs of essential resources and infrastructure necessary for conducting high-quality research. The goal is to provide researchers with the tools and support they need, thereby fostering an environment conducive to innovative and impactful research.
- **Seeking External Funding:** Actively seeking and applying for national and international research grants will be a key focus. This effort will not only involve tapping into academic funding sources but also establishing collaborations with industry partners. Such partnerships can provide additional funding and resources, thereby enhancing the scope and impact of the research conducted at the college.
- **Resource Development:** Investment in state-of-the-art laboratories, advanced software, and comprehensive digital libraries will be a priority. These resources are crucial for supporting cutting-edge research, especially in fields like Computer Science, Business Management, and Design. By providing access to modern facilities and tools, the college aims to facilitate groundbreaking research and attract top-tier academic talent.

### 4. MONITORING AND EVALUATION

**To ensure the effectiveness and relevance of its research endeavors, UBT College Peja Branch will implement a robust assessment and feedback system. This approach includes:**

- **Regular Assessment:** Conducting annual reviews of all research activities are integral to realization of Research Development Plan. The review measures the progress of research against the established benchmarks, enabling the Branch to track its achievements and identify areas for enhancement. This regular assessment process is vital for maintaining a high standard of research quality and ensuring alignment with the Branch's strategic goals.

- **Feedback Mechanism:** A comprehensive feedback system must be established, gathering insights from faculty, students, and industry partners in Peja Branch. This feedback will provide valuable perspectives on the relevance, impact, and quality of the research being conducted. It's an essential component for staying attuned to the needs and expectations of both the academic community and industry stakeholders.
- **Adaptation and Improvement:** Based on the outcomes of the regular assessments and the feedback received, the college will adapt and improve its research strategies. This dynamic approach allows for the incorporation of global trends and emerging needs in the field of research. By being responsive to changes and feedback, the college ensures that its research activities remain cutting-edge, relevant, and impactful.

## 5. TIMELINE AND MILESTONES

UBT College Peja Branch has outlined a strategic timeline for its research development, comprising short-term, mid-term, and long-term goals:

- **Short-term Goals (1-2 years):** In the initial phase, the college will focus on laying a solid foundation for its research ambitions. This includes the establishment of dedicated research groups, each specializing in key areas relevant to the college's academic programs and regional needs. A primary focus will be initiating projects centered around Small and Medium-sized Enterprises (SMEs), leveraging the unique business landscape of the region. This phase is crucial for building the necessary infrastructure and expertise required for more advanced research endeavors.
- **Mid-term Goals (3-5 years):** As the Branch's research capabilities mature, the next phase involves achieving significant milestones in research output and industry collaboration. This period will see a surge in high-quality publications, contributing valuable insights to the academic community. Simultaneously, the Branch aims to establish strong ties with the industry, fostering partnerships that will enrich its research with practical insights and applications. The impact of these efforts is expected to be evident in the regional development, with the college playing a pivotal role in advancing knowledge and innovation in its focal areas.
- **Long-term Goals (5+ years):** Looking beyond five years, the college aspires to be recognized as a leading research center in the Balkans for SME and service sector research. This vision encompasses being a hub of innovation and expertise, influencing policy, and driving sustainable economic growth in the region through research excellence. The college's long-term commitment is to not only contribute to the academic discourse but also to have a tangible, positive impact on society and the economy.