The ALADIN initiative is a framework for the strategic renewal of Corvinus University of Budapest

March 1, 2006 is an important date in the history of the Hungarian Higher Education, as the new LXXX/2005 Act on Higher Education is effective from this date. The new act is the final step of approximately 15 years of reform, which has accelerated in the last five years. A large part of the system renewal originates from the Bologna Agreement, adopted by the Ministers of Education in 1999, but the reform covers a much broader area than just the system of education and training. One of the main objectives of the reform is to give opportunities to Higher Education Institutes (HEI) to be more competitive, responsive as well as being constructive members of the European Education (and Research) Area.

Under the framework of the National Development Plan, the Human Resource Development Program of nine universities in two consortia has developed a normative process model in order to focus on organisational and procedural innovation. In the first phase of the project, more than 40 innovative solutions we developed. The second phase was devoted to normative model development. Since the HEIs are in a competitive situation, the adaptive phase will be conducted separately based on a common model. The common model will guide not only the adaptation, but also serves as a basis for decision support to the Ministry of Education.

The overall objective of the development is complex. First, Hungarian higher education has several positive traditions, which are worth preserving. Second, the competition assumes sustainable growth. Third, a dynamic equilibrium is also an achievable objective. The financing of resources on one hand, and the task-oriented income on the other need a dynamic equilibrium. The overall strategic focus will be applied to performance management, organisational innovation, ERP, innovative technologies in education, strategic human resource management and the link between academia and the labour sector. The key strategic action is active portfolio management.

Portfolio management covers a mix of educational programmes and research projects, including building the life cycle of innovation. An integral part of portfolio management is dynamic international co-operation. ALADIN is a very good initiative under which educational and research activities can be organically implemented in the strategy of the Corvinus University of Budapest. The regional aspect will be enhanced in the feedback of the labour sector to academia; innovative technologies will be used in the development and use of joint curricula.

Corvinus University of Budapest is fully engaged in the co-operation on a win-win basis, and ALADIN gives an excellent example and basis for doing this.

Contributions of ALADIN to eRegion Development: The University of Graz Perspective

Karl-Franzens-University Graz was among the four founding Universities of the ALADIN network in October 2002. At that time the group could already look back upon a long-standing history of joint conferences and events, but it became clear that a more formal co-operation would be needed for the following steps of strengthening and deepening the until then very informal collaboration. Through the formal act of singing the ‘ALADIN Universities’ Network’ foundation charter by the respective vice rectors and the consecutive steady process of enlargement the network soon became a very important platform for joint projects.

Ever since the beginning of the cross-border co-operation of ALADIN members in joint projects there have been two major success factors:

Firstly, the complementary competencies of the platform participants: Within the network and its common focus on ‘e’ a big variety of different areas of expertise can be found, e.g. e-Business, e-Geomatics, e-Government, e-Health, e-Logistics to name only a few. Being able to rapidly identify and access people and organizations with excellent know-how in certain domains is a huge advantage in projects, and especially also in forming consortia for EU proposals.

Secondly, but at least as important as the first point of having easy and fast access to know-how in com-

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plementary domains, maintaining good personal relationships between
the network members proved to be a
major success factor for ALADIN.
There is a big difference between
collaborating with people you have
never met before via the Internet
and doing so with friends you meet
regularly in cross-border workshops
or at conferences. Here, being mem-
bers of one region is a big advantage
for the ALADIN Network universi-
ties. Holding joint lessons, exchang-
ing students, and providing stu-
dents with the possibilities to gain
practical work experience from in-
ternships (as it is for example the
case between University of Trieste
evolaris research lab, Graz) helps
building long-lasting relationships
and on a higher level even aids
in building social cohesion within
the Alpe Adria region.
Currently, one of the biggest
success stories of the ALADIN net-
work so far is being developed over
the platform: mGBL, which stands
for mobile game-based learning and
is an EU funded project under the
Framework Program 6 (see www.
mg-bl.com). The specific targeted re-
search project (so called STREP)
was approved in late summer 2005
and is co-financed by the European
Commission with approximately
2.3 million. The core project consor-
tium is formed by the original
ALADIN network members, na-
mely the Universities of Maribor,
Rijeka, Trieste, and the evolaris re-
search lab, which is closely related to
Karl-Franzens-University, Graz. The
main goal of mGBL is to research on
the possibilities of new learning mo-
dels built around games on mobile
phones. Traditional learning meth-
ods, such as the pure “Tell-Test
Teaching” don’t manage to evoke a
high involvement from the student,
as he is not engaged as an active par-
ticipant in the learning process1. In-
teractive learning methods, which
are supported by digital games, can
put things right. In general, digital
games are considered to involve the
participants very much; however,
commercial games often lack the pe-
dagogically desired learning content.
Digital Game-Based Learning –
the combination of digital games and
high-quality learning content – is in
this context a valuable pedagogical-
didactic medium, which activates
the student. Especially the combina-
tion of digital games with the real world,
e.g., in the form of pervasive games,
offers big chances, but represents at
the same time also a challenge.
The core idea of the mGBL pro-
ject is to trigger social interaction
with the aid of the mobile telephone,
which result in learning processes.
The mobile telephone is used to trig-
ger interactions with other game
participants in a playful way, but also
with the real world, which is integra-
ted in the games as “stage”. In order
to realize this core idea, three funda-
mental characteristics are imple-
mented: ubiquity of the interaction,
integration of the real world as in-
teraction area and basic ideas. Throu-
gout the 30 month duration of the
project the consortium will develop
a platform for practically implement-
ing and empirically evaluating these
ideas in mobile game-based learning
models.
For the future the Graz mem-
bers of the ALADIN network hope
for further strengthened co-opera-
tion with all network partners. The
key will be real projects, ideally on
a multilateral basis as it is the case in
EU programs, which enable the par-
ticipants to build upon the success
factors of the past: Bringing together
complementary competencies in the
‘e’-domain and building and keeping
good personal relationships, which
form the basis for a successful Eu-

trope.

Jože Gričar5, Miroljub Klajić6

Contributions of
ALADIN to eRegion
Development: The
Faculty of Organiza-
tional Sciences,
University of Maribor
Perspective

Cooperation in ALADIN is
very valuable to the Faculty of Orga-
nizational Sciences, University of
Maribor. Several activities of the fa-
culty and students are closely work-
ing with ALADIN members. For
example:

- The Executive Meetings on
  Cross-border eRegion Develop-
  ment (twice a year), http://www.
bledconference.org/executive-
  meeting.
- The eUniversity Forum - eInte-
  gration Challenges for Rectors
  and Deans: Cross-border Coop-
  eration in eRegion and Ambas-
  sadors Involvement, a compo-
  nent of the annual Bled e-
  Conference, http://www.bled
  conference.org/euniversityforum.
- The ALADIN Meeting of the
  annual Bled eConference, http://
  www.bledconference.org.
- Merkur Day – annual Under-
  graduate and Graduate Stu-
  dents eConference, Merkur
  Ltd., Trade and Services, Naklo,
  Slovenia, http://ecenter.fov.uni-
  mb.si/merkurday.
- The Workshops on LivingLabs:

  - The 1st Workshop on Inno-
  vation and Collaboration
  for Productive Economy:
  Changing the growth curve,
  sponsored by the eCommer-
  ce Center, Faculty of Orga-
  nizational Sciences, Univer-

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