

Johari Window: The Model of Relationship between Industry and University

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The relationship between industry and university has changed towards the fast development of knowledge market with the expansion of factors such as globalization, daily increase of competition at international level and fast technological changes. In order to increase innovation, efficiency and creation of wealth, universities and industry must have a suitable interaction. Different factors have impacts on cooperation between university and industry and it will be effective when they could establish link through a common language. Universities mainly speak with the language of expansion of knowledge frontiers and industries with the language of gaining profit and reducing costs. This lack of common language reduces the possibility of their effective interaction and cooperation with each other. For better and deep interaction defined Johari window. The Johari window (First name: Joseph and Harry) is a technique created in 1955 by two psychologists, Joseph Luft (1916–2014) and Harrington Ingham (1914–1995) used to help people or organizations better understand their relationship with self and others. It is used primarily in self-help groups and corporate settings as a heuristic exercise. On the other hands, by using the Johari Window and its application in intra-organizational communications, it is possible with the expansion of public area to increase the rate of awareness of university and industry from each other and they could emerge more effective in interaction with each other. In this process, if only one side of action begins to self-openness and the other one does not perform it, no link will be established. So, one of the measures which they should make is to understand and attract the trust of each other.

Keywords: Johari Window, Relationship between Industry and University, Research Centers, Self-Openness, Discourse.

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