

## **WHY THE HELL DO ENTREPRENEURS SPONSOR UNIVERSITIES?"**

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The Austrian writer Robert Musil once differentiated between the "sense of reality" and the "sense of possibilities". In the economy of a country there are entrepreneurs who follow the "sense of reality" and give money to nonprofit organisations like universities only if it serves their intentions, their aims, their profit. Between giving and receiving in return is a narrow, sometimes narrowminded, connection.

Entrepreneurs with a "sense of possibilities" consider the sponsoring of universities as a longtime sustainable crafty and clever investment. They do not expect shorttime results or effects. They sponsor universities on one condition.

Surprisingly, the success of a company often creates a danger. At the moment when a company becomes strong and successful, it often tends to change from the "sense of possibilities" to a "sense of reality." Universities should be aware of this danger and create a spirit and environment for the entrepreneur that makes him feel good, innovative and oriented towards the future if he invests in universities. This makes it more difficult for him to change from the "spirit of possibilities" to the "spirit of reality".