

### **Universities in the Knowledge Society: The Case of MOLAN**

Peter Kastberg & Karen M. Lauridsen

Aarhus School of Business, Aarhus University, Denmark

Not least in the first decade of the millennium, traditional research as well as more policy-driven research and publications have underscored the importance of the universities in the knowledge society. Based on this literature, the paper aims at picking up the discussion of the universities' role in society and focus not only on how the universities can and should invite actors in society into the universities, but also how the universities can move out of what is considered the ivory tower and become more proactive players in society.

In order to play this active role, knowledge communication is a *sine qua non*. In this context, the paper will present and discuss the knowledge communication aspect of a European project, MOLAN (*Network for the exchange of good practice that serves to motivate language learners* under the European Commission's Lifelong Learning Programme: Languages).

Leydesdorff, Loet (2006) *The Knowledge-Based Economy: Modeled, measured, simulated*. Boca Raton: Universal Publishers.

Weber, Luc & Sjur Bergen (eds) (2005) *The public responsibility for higher education and research*. Strasbourg: Council of Europe Publishing.

Weber, Luc & James D. Duderstadt (2004) *Reinventing the Research University*. London, Paris, Geneva: Economica.