

Assessing Intellectual Property Rights Awareness among College Faculty

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Abstract: Awareness of Intellectual Property Rights (IPR) is crucial in higher education, where protecting research, innovations, and creativity is paramount. This study aims to assess Intellectual Property Rights Awareness among College Faculty, recognizing the growing research culture among faculty members. Based on a sample of 120 college faculties from the University of Kannur in Kerala, the research employs a descriptive and analytical approach, utilizing a structured questionnaire for data collection and multiple regression for analysis. The findings underscore the significant influence of knowledge of intellectual property, attitudes towards it, and participation in seminars or workshops on the awareness of IP rights. The study's objectives include evaluating factors shaping awareness of intellectual property rights and examining the impact of knowledge, attitude, and seminar/workshop participation on this awareness. Through this research, a deeper understanding of intellectual property rights awareness among college faculty members is sought, contributing to the cultivation of a more informed and responsible academic community in navigating intellectual property landscapes

Keywords: Intellectual property rights, industrial property, copy right, awareness

1. Introduction

Awareness of Intellectual Property Rights (IPR) is crucial in higher education to safeguard research, innovations, and creativity. The intricate relationship between knowledge dissemination, technological advancements, and IPR underscores the need for academic communities to grasp and implement IPR principles effectively. This study aims to evaluate the factors influencing IPR awareness and examine the impact of knowledge, attitudes, and participation in IPR-related seminars/workshops on such awareness. By exploring these elements, the research seeks to enhance understanding and application of IPR in academia, fostering a culture of innovation, respect, and protection for intellectual contributions.

Concept of intellectual property rights

"Intellectual property rights are the rights granted to individuals over the creations of their minds. They typically provide the creator with an exclusive right to use their creation for a certain period of time." (WTO, 2024). IPR are mainly classified into two categories: copyright and industrial property. Copyright covers the protection of literary and artistic works, such as novels, poems, films, etc. Industrial property includes the protection of inventions through patents, trademarks, industrial designs, and more.

Literature Review

(Fairojakkhatun Pathan & Gavisiddappa Anandhalli, 2019) The study examined the awareness of intellectual property among faculty members of an engineering college. It emphasized the significance of conducting seminars, conferences, and invited talks to enhance awareness among faculty members.

(Aurora C. Miro & Mauro Allan P. Amparado , 2019) The study focused on assessing the knowledge and awareness among faculty members. It recognized the need for strengthening awareness and knowledge among the faculty members.

(Hway-Boon Ong & Yih-Jian Yoong, 2012) Their study observed that students possess sufficient knowledge regarding plagiarism and piracy as violations of IPR. To enhance awareness, the study emphasizes the importance of providing adequate information and organizing IPR awareness activities with the assistance of the government and universities.

(Arpana Sharma & Aadyaa Bhardwaj, 2022) The study focused on the significance of IPR in the context of the new education policy. It highlighted the importance of creating awareness about IPRs within academic institutions, especially to encourage innovation and foster economic growth.

Objectives of study

1. To evaluate the factors influencing awareness of intellectual property rights.
2. To examine the influence of knowledge, attitude, and participation in seminars/workshops on intellectual property rights on awareness of intellectual property rights.

2. Research Methodology

The research utilizes a descriptive and analytical research design to explore the influence of knowledge, attitude, and participation in seminars/workshops on IP rights on awareness of IPRs. It selects a sample of 120 college faculty members from the University of Kannur in Kerala through simple random sampling. A structured questionnaire is used to collect primary data. The analysis adopts a one-sample t-test and multiple regression to examine the influence of knowledge, attitude, and participation in seminars/workshops on intellectual property rights on the awareness of intellectual property rights.

3. Analysis and Discussion

Table 1. Profile of the data

Variables		Frequency	Percent
Gender	Male	39	32.5
	Female	81	67.5
Age	20-30	21	17.5
	30-40	64	53.3
	40-50	28	23.3
	Above 50	7	5.8
Qualification	PG	78	65
	PhD	35	29.2
	M. Phil	7	5.8

Source: Primary data

Table 1 presents the demographic details of the study participants. Among the 120 faculty members, 39 (32.5%) were male, while 81 (67.5%) were female. The age distribution shows that the highest proportion of faculty members falls within the 30-40 age group (53.3%). Faculty members aged above 50 represent only 5.8% of the total sample, indicating a smaller segment of the population. In terms of qualification, the majority of faculty members, constituting 65%, hold post-graduate degrees, while 29.2% hold PhDs and 5.8% hold M.Phil.

Table 2: Level of Knowledge of Intellectual Property (IP)

Variables	Mean	S.D	t	Sig
I am familiar with the different types of intellectual property rights (e.g., copyrights, patents, trademarks).	4.058	0.8023	14.45	0.000
I understand the process of obtaining and protecting intellectual property rights in my field of work.	3.283	0.9630	3.22	0.000
I know the consequences of violating intellectual property rights.	3.758	0.8096	10.26	0.000

Source: Primary data

The results of the one-sample t-test indicate that, on average, the scores for all variables measuring knowledge towards intellectual property rights are significantly higher than the neutral value of 3. The analysis reveals the highest level of agreement among respondents regarding their familiarity with different types of intellectual property rights (M=4.058, S.D=0.8023), supported by a significant t-value of 14.45 and a p-value of 0.000. Following closely, respondents also expressed substantial agreement with their knowledge concerning the consequences of violating intellectual property rights (M=3.758). Additionally, respondents indicated a relatively high level of agreement that they understand the process of obtaining and protecting intellectual property rights in their field of work (M=3.28)

The findings show that faculties are most familiar with different types of intellectual property rights, understanding the consequences of violating these rights, and grasping the process of obtaining and protecting intellectual property in their fields of work. This indicates a solid awareness and knowledge base among the participants regarding intellectual property.

Table 3: Level of Attitude towards Intellectual Property (IP)

Variables	Mean	S.D	t	Sig
I believe protecting intellectual property is crucial for promoting innovation and creativity.	4.300	.669	21.29	0.000
The enforcement of intellectual property rights is important for the economic development of a country.	4.300	.669	21.29	0.000
I feel that intellectual property laws are fair and benefit all parties involved	3.875	.681	14.08	0.000
Respecting intellectual property rights is an ethical obligation for everyone in the academic community.	4.3	.751	19	0.000

Source: Primary data

The results indicate that, overall, the scores for all variables assessing attitudes towards intellectual property rights significantly exceed the neutral value of 3. Respondents expressed the highest level of agreement with the statements that intellectual property is crucial for promoting innovation and creativity and that intellectual property rights are important for the economic development of a country (M = 4.3, SD = 0.669), supported by a substantial t-value of 21.29 and a p-value of 0.000. This was followed by the belief that respecting intellectual property rights is an ethical obligation for everyone in the academic community (M = 4.3, SD = 0.751; t = 19, p = 0.000). Furthermore, respondents indicated considerable agreement that intellectual property laws are fair and benefit all parties involved (M = 3.875). The findings suggest a strong attitude among respondents of the importance of IP rights for innovation, economic development, and ethical practices within the academic community.

Table 4: Level of effect of participation in seminars, workshop etc. on awareness Intellectual Property

Variables	Mean	S.D	t	Sig
Participation in seminars, workshop etc. has significantly enhanced my awareness of Intellectual Property	4.12	.758	16.14	0.000
My involvement in seminars, workshop sessions has positively influenced my ability to navigate Intellectual Property issues in my professional role.	4.00	.686	15.97	0.000

Seminars, workshop focusing on Intellectual Property have deepened my understanding of its importance in academia.	4.12	.676	18.10	0.000
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Source: Primary data

The results suggest that the scores for all variables assessing the effect of participation in seminars, workshops, etc., on awareness of Intellectual Property are significantly greater than the neutral value of 3. The highest level of agreement was with the statement, "Participation in seminars, workshops, etc., has significantly enhanced my awareness of Intellectual Property" (M = 4.12, SD = 0.785), t = 16.14, P=0.000, followed by agreement that "Seminars and workshops focusing on Intellectual Property have deepened my understanding of its importance in academia" (M=4.12, SD=0.676), t = 18.1, P=0.000. Moreover, respondents indicated considerable agreement that their involvement in seminars and workshop sessions has positively influenced their ability to navigate Intellectual Property issues in their professional roles (M = 4.00). These findings underscore the crucial role that educational events like seminars and workshops play in enhancing individuals' understanding and management of Intellectual Property, highlighting their value in fostering a deeper appreciation of Intellectual Property's significance within professional and academic settings.

Table 5: Level of Awareness on Intellectual Property

Variables	Mean	S.D	t	Sig
I am aware of the importance of intellectual property rights in my teaching and research activities.	4.00	.594	18.439	.000
The enforcement of intellectual property rights is important for the development of a nation	4.12	.675	18.098	.000
I regularly seek information on the latest developments in intellectual property law and policy.	3.06	.802	.797	.427
I feel confident in my ability to navigate intellectual property issues in my professional work.	3.58	.693	9.220	.000

Source: Primary data

Table 5 presents findings indicating the levels of agreement among respondents regarding their awareness of intellectual property rights. The statement, "Enforcement of intellectual property rights is important for the development of a nation," received the highest significant mean score (M = 4.12, SD = 0.65), t = 18.09, p < .000. Additionally, respondents expressed considerable agreement that they are aware of the importance of intellectual property rights in their teaching and research activities (M = 4), and the agreement on being confident in their ability to navigate intellectual property issues in their professional work was also high (M = 3.58). However, the statement "I regularly seek information on the latest developments in intellectual property law and policy" achieved a mean score of 3.06, equivalent to the neutral value of 3, suggesting a lack of strong agreement. These findings highlight the recognition of intellectual property rights' importance for national development and in the professional activities of respondents. Yet, there appears to be a gap in proactive engagement with ongoing developments in intellectual property law and policy, indicating an area for potential improvement in intellectual property education and outreach efforts.

Table 6: Influence of knowledge, attitude and participation in seminar or workshop on Intellectual property awareness

Hypotheses	Regression weights	B	t	P value	Results	VIF
H1	KW → AW	0.204	4.181	0.000	Supported	1.002
H2	AT → AW	0.385	6.385	0.000	Supported	1.034
H3	SP → AW	0.334	6.069	0.000	Supported	1.035
R ² 0.499						
F (3,116) 38.55, P=0.000						
Durbin Watson 2.4						

Note: P < 0.05, AW-Intellectual property right awareness, KW-Knowledge on Intellectual property, AT-Attitude towards Intellectual property, SP-Participation in seminars/workshop on Intellectual property

H1: Knowledge of intellectual property (KW) positively influences awareness of intellectual property rights (AW)
H2: Attitude towards intellectual property (AT) has a positive effect on intellectual property rights awareness (AW).

H3: Participation in seminars or workshops on intellectual property (SP) would positively impact intellectual property rights awareness (AW).

The hypothesis tested by considering knowledge of intellectual property, attitude towards intellectual property and participation in seminars or workshop on intellectual property as independent variables and awareness on intellectual property rights as dependent variable.

The results of multiple regression revealed that regression model satisfied the assumptions of normality of residuals, homoscedasticity, and the absence of serial correlation, as demonstrated by a Durbin-Watson value of 2.4, which is within the acceptable range, suggesting no significant issue of serial correlation. Additionally, the VIF values for each independent variable were within an acceptable limit, indicating the absence of multicollinearity.

The regression analysis demonstrates that knowledge of intellectual property, attitudes towards intellectual property, and participation in seminars or workshops significantly influence intellectual property rights awareness with $F(3,116) = 38.55$ and $P = 0.000$. Moreover, the R-squared value of 0.499 indicates that approximately 49.9% of the variance in awareness on intellectual property rights is explained by the knowledge of intellectual property, attitudes towards intellectual property, and participation in seminars or workshops.

The coefficient for each independent variable were evaluated to determine their influence on awareness on IP right. The result indicated that 'knowledge of intellectual property (H1) has a significant positive influence on awareness of intellectual property right ($B = 0.180$, $t = 3.398$, $p = 0.001$). Attitude towards intellectual property also has a significant positive influence on awareness of intellectual property right ($B = 0.630$, $t = 11.626$, $p = 0.000$). Participation in seminars/workshop on intellectual property rights on awareness of intellectual property right has significant positive ($B = -0.223$, $t = -4.569$, $p = 0.000$).

Based on the findings, it can be concluded that knowledge of intellectual property, attitudes towards intellectual property, and participation in seminars or workshops significantly influence intellectual property rights awareness. The model explains nearly half of the variance in awareness levels, indicating these factors are important predictors of intellectual property rights awareness. The analysis supports the importance of educational and attitude-shaping initiatives in enhancing awareness of intellectual property rights.

4. Findings and Conclusion

The study comprehensively illustrates the essential role of knowledge, attitudes, and participation in seminars or workshops in enhancing awareness of intellectual property (IP) rights among college faculty members. Findings indicate a strong awareness and appreciation of IP rights' significance for national development, academic teaching, and research activities, even though identified gaps in proactive engagement with current intellectual property law and policy developments. Particularly, the regression analysis underscores that knowledge of IP, positive attitudes towards IP, and active participation in related educational events significantly contribute to heightened IP rights awareness, explaining nearly half of the variance in awareness levels. These insights affirm the critical need for continued educational efforts and the cultivation of positive perceptions towards IP rights to foster a robust culture of innovation, respect, and protection for intellectual contributions within the academic community.

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