

AN STUDY ON THE MINE, YOUR'S, OUR'S PERCEPTION ON IPR AMONG THE STUDENTS

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ABSTRACT

The purpose of the study is to seek information about the perception of the student community among the Under Graduates and Post Graduates in Chennai city. The study adds insights on Students' knowledge and perception on Intellectual Property Rights. It gives us a brief idea on the evaluation of Students awareness level on IPR. The study purely brings out the significance of the college students' understanding over Intellectual Property Rights.

INTRODUCTION

This empirical study examines students' multifaceted perceptions of Intellectual Property Rights (IPR), a critical consideration in today's knowledge-driven economy. These perceptions, categorized as "Mine," "Yours," and "Ours," reflect students' views on individual ownership, collective sharing, and a balanced approach to intellectual property. Understanding these perspectives is crucial, as they influence students' attitudes towards innovation, knowledge sharing, and the evolving landscape of IPR. By exploring these perceptions among students, this study aims to contribute insights that can inform educational institutions, policymakers, and stakeholders in navigating the complex realm of intellectual property, ensuring it aligns with the needs and values of the next generation of creators and innovators.

OBJECTIVES

- To understand the demographic profile of the respondents.
- To determine whether the ownership of IPR protects the ideas and information.
- To know the knowledge of IPR among the students and gauging their understanding of concepts and identify areas for improvement and develop targeted educational initiatives.

REVIEW OF LITERATURE

Rabuddha Ganguli 2000

This paper offers a comprehensive global review of the evolving intellectual property rights (IPR) landscape in response to the rapid advancements in technology and information industries. It examines key issues such as knowledge ownership, the IPR framework, the role of TRIPS and the WTO in developing countries, technology transfer and global balance, as well as efforts to combat counterfeiting and piracy, with particular emphasis on the Asia-Pacific region.

Kluwer Law International BV, 2022

It is a comprehensive analysis of intellectual property rights in India. It examine into various aspects of intellectual property, including copyright, patents, trademarks, trade names, industrial designs, and more. The book highlights recent developments and trends in Indian intellectual property law, addressing legal issues such as subject matter, ownership, licenses, and remedies. It serves as a valuable resource for legal professionals, academics, and researchers seeking insights into Indian intellectual property legislation and policy within the global context.

MD Nair NISCAIR-CSIR, India, 2011

The World Trade Organization (WTO) was set up in 1995 and has been the custodian of all matters related to the implementation of the TRIPS Agreement endorsed by 153 member countries. WTO is therefore the most important body which monitors and influences working of global intellectual property rights protection in all its member countries. This opinion discusses protection of geographical indications in India.

LIMITATION OF THE STUDY

- The study is constrained to a short period of time.
- The result of the study is subject to changes in the long run.
- IPR ownership may not change over time, and student responses might not reflect their future or past experience accurately.

DATA COLLECTION

Primary data

Data is collected by distributing the pre structured questionnaire to 100 Students.

Secondary data

The secondary data is collected from journals, Websites, and magazines. Data is analysed and interpreted by using statistical tools like ANOVA by using SPSS package 2016.

ANALYSIS AND INTERPRETATION

Objective 1: To understand the demographic profile of the respondents.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1 showing demographic profile of the respondents

DEMOGRAPHIC PROFILE		NO. OF RESPONDENTS	PERCENTAGE
AGE	18 to 25	91	91%
	25 to 35	1	1%
	35 to 45	4	4%
	Above 45	4	4%
	Total	100	100%
GENDER	Male	18	18%
	Female	82	82%

	Total	100	100%
QUALIFICATION	UG	59	59%
	PG	32	32%
	Diploma	19	19%
	Total	100	100%

INTERPRETATION

The above table reveals the demographic profile of the students. Most of the respondents 91% are in the age group of 18 to 25. Majority of the respondents 82% are female respondents. 59% of the respondents are undergraduates.

Objective 2: To determine whether the ownership of IPR protects the ideas and information.

1. **Null Hypothesis:** There is no significant influence of age on the factors of IPR among the students.

Table 2 shows that influence of age on the factor of IPR among the students -ANOVA

Factor of IPR	Age				F	P Value
	18 to 25	25 to 35	35 to 45	Above 40		
Ownership	8.00 (0.93)	4.2 (0.51)	5.00 (0.63)	6.00 (0.71)	3.589	0.09
Rights	5.39 (0.66)	3.00 (0.50)	4.00 (0.55)	5.00 (0.63)	1.723	0.019*
Knowledge	3.00 (0.50)	2.00 (0.23)	3.58 (0.48)	3.00 (0.50)	0.172	0.042*

INTERPRETATION

From the above table, it is found that P Value is less than 0.05 therefore the null hypothesis is rejected at 5% level of significance. This indicates that there is significant influence of age on the knowledge and rights of IPR among the students. Further, the study reveals that there is no significant influence of age on the ownership of IPR among the students. This shows that irrespective of age respondents believe the IPR protects the ideas and information.

2. **Null Hypothesis:** There is no significant influence of qualification on the factors of IPR among the students.

Table 3 shows that significance influence of qualification on the factors of IPR among the students - ANOVA

Factor of IPR	Qualification			F	P Value
	UG	PG	DIPLOMA		
Ownership	4.2 (0.53)	3.00 (0.50)	2.00 (0.23)	0.273	0.043*
Rights	2.58 (0.49)	2.00 (0.23)	3.59 (0.51)	0.735	0.039*
Knowledge	5.00 (0.63)	5.39 (0.66)	4.59 (0.60)	1.26	0.289

INTERPRETATION

From the above table, it is found that P Value is less than 0.05 therefore the null hypothesis is rejected at 5% level of significance. This indicates that there is an association between the qualification and ownership and rights of IPR among the students. Moreover, there is no association between qualification and knowledge factors of IPR among the students. This reveals that irrespective of their qualification respondents believe that IPR protects the ideas and information.

Objective 3: To know the knowledge of the IPR among the students.

Table 5 shows that correlation analysis among the factors of IPR to know the knowledge of the respondents

Factor of IPR	Ownership	Rights	Knowledge
Ownership	2.00	0.44*	0.48*
Rights	-	2.00	0.44*
Knowledge	-	-	2.00

Note *Denotes significant at 5% level of significance.

INTERPRETATION

The table shows that the correlation between ownership and knowledge is highest with the value of 0.48, which implies 48% positive relationship between the factors. It can also be found that the factors are highly significant at 5% level.

The correlation coefficient is found to be high between the factors of Rights and knowledge with a value of 0.44, signifying 44% of positive relationships existing between the factors and shows that the factors are significant at 1% level.

CONCLUSION

In conclusion, this study sheds light on the perceptions of undergraduate and postgraduate students in Chennai regarding Intellectual Property Rights (IPR). Our findings reveal that age and qualification influence students' understanding of IPR, highlighting the need for targeted educational initiatives. Moreover, the study underscores the importance of IPR awareness among the student community in fostering innovation and knowledge sharing. These insights can inform policymakers and educational institutions in aligning IPR education with the values and needs of future creators and innovators.

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