
Expectations Management for Bridging the Industry Institute Gap: An Empirical Analysis

^{*1}Dr. Kanak Wadhvani, ²Dr. Rahul Mohare

Assistant Professor, Shri Ramdeobaba College of Engineering and Management, Gittikhadan, Nagpur

Email: wadhwani@rknc.edu, moharerv@rknc.edu

Received: 20th September 2018, Accepted: 11th October 2018, Published: 31st October 2018

Abstract

Higher education especially post graduate programs play an important supply source of skilled manpower to the industry. If the input is far behind the expected quality it would result in poor performance. This ultimately leads to dissatisfaction on the part of Employer, Employee as well as the Institute. In order to curb the menace of issues created, institutes intend to develop a high quality product who meets the expectation of employers.

With the increasing incidents of lack of employability skills amongst new joiners, institutes require first hand feedback from the employers themselves as in what is expected in a candidate in such a way that a candidate is termed to be fit for joining. At the same time what institute is expecting from employers should extend assistance to enable students occupy those said skill sets.

This paper basically aims at identifying the ways to reduce the gap between employers and institute, resulting in specifying the expectations of both the parties to develop a collaborative relationship. The paper contains descriptive research; it contains the information with respect to current status of relationship between Industry and Academia. Paper also highlights the gaps and expectations between the two. The information obtained through Interviews; Main source of data is Primary through Interviews from academia and Industry

Keywords

Industry, Institute, Expectation Management

Introduction

Higher education especially post graduate programs play an important supply source of skilled manpower to the industry. If the input is far behind the expected quality it would result in poor performance. This ultimately leads to dissatisfaction on the part of Employer, Employee as well as the Institute. In order to curb the menace of issues created, institutes intend to develop a high quality product who meets the expectation of employers.

With the increasing incidents of lack of employability skills amongst new joiners, institutes require first hand feedback from the employers themselves as in what is expected in a candidate in such a way that a candidate is termed to be fit for joining. At the same time what institute is expecting from employers should extend assistance to enable students occupy those said skill sets.

This paper aims at reducing the gap between employers and institute, resulting in specifying the expectations of both the parties to develop a collaborative relationship.

Materials and Methods

Research Objectives

- To identify the gap between possessed skills and expected skills by industry from the candidate.
- To define the role of Academia and Industry towards building expected skill set within a candidate
- To analyze the scope of building common platform for sharing resources between industry and institute
- To identify the opportunities for Industry and Academia of mutual interest

Scope and Limitations of the Research

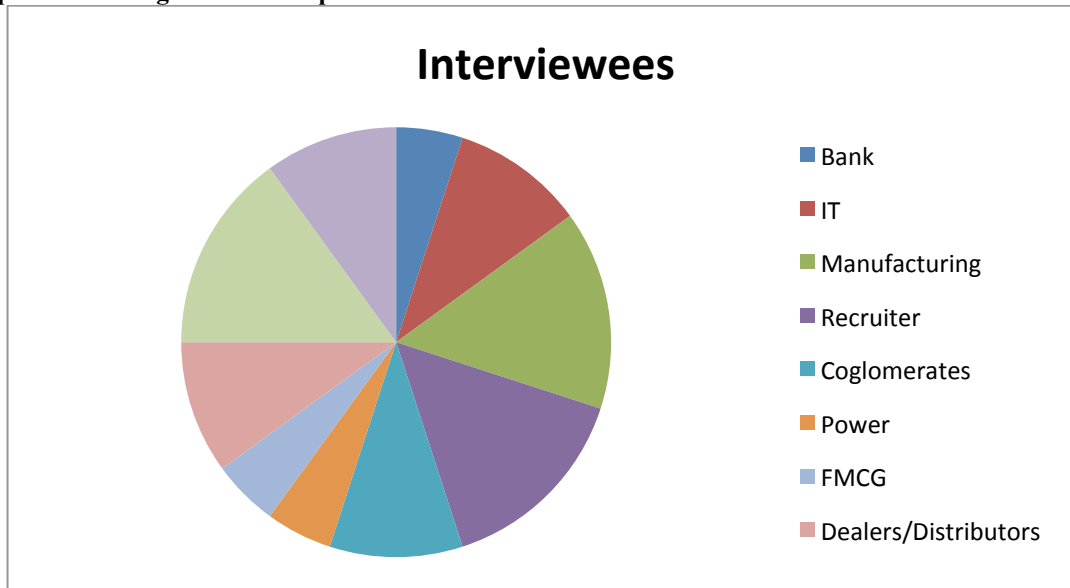
The inputs obtained from the industrialists and academicians as sample are from Nagpur. As the method used for sampling is convenience based.

Research Methodology

- Research Design
The paper contains descriptive research; it contains the information with respect to current status of relationship between Industry and Academia. Paper also highlights the gaps and expectations between the two.
- Sources of Data

- The paper aims at obtaining information through Interviews; Main source of data is Primary through Interviews
- Date Collection Instrument
A structured set of questions were prepared based on areas and inputs obtained from literature review. Considering the objectives of research paper, questions were asked from the target sample.
- Population and Sampling Method
Sampling Method is convenience sampling, the diagram below consists the details of industry respondents.

Respondent's Diagrammatic Representation



Results and Findings

The research Paper focuses on findings obtained through interviews, these findings are bifurcated into two. One Industry expectations from Academia and other is Academia expectations from industry. The Interviews taken from Industry people focuses on Industry expectations they are specified below;

1. It was observed that Industry is discontented with the basic skills possessed by the students such as Communication, Email writing.
2. Retention of freshly recruited candidates appeared to be a problem.
3. Institute extended very less support to provide candidates for recruitment at middle hierarchical level jobs.
4. Inadequate on field knowledge of students makes it difficult for Industries to get work done.

The Interviews taken from Academia focuses on their expectations from industries they are specified below;

1. Industries shall extend opportunities for Faculties as well as students that enable to increase on field experience.
2. Industry shall contribute by specifying its changing requirements with changing scenarios, so that it could be incorporated in the teaching.

Conclusion and Recommendations

1. It is suggested that the industry can collaborate with the educational institute by identifying & allocating one of their area of work requiring additional time and expertise. It will be beneficial to both industry and institute, as institute will get industry exposure and it will save industry's time and resources.
2. It is recommended that the educational institutes should take additional efforts to ensure that the students have the following skills:
 - i) Communication skills
 - ii) Email etiquettes
 - iii) Analytical skills
 - iv) Confidence
 - v) Behavioral skills
 - vi) Soft skills
 - vii) Global Mobility

- viii) Ground Realty about current job market
- ix) Innovativeness in solving real-life problems
- 3. It is suggested that the institute can help the industry by conducting orientation program of students in college itself before they join the organization. It is advised that the induction program can be shifted back to college. It will help the companies in saving cost & time spent on conducting orientation.
- 4. It is advised that the faculties should increase their industry exposure so that they are aware of the current industry requirements and can prepare the students accordingly.
- 5. On the same lines, it is recommended that before the students appear for a campus interview, faculties must screen the students as per the industry requirement and then select the students to be sent.
- 6. It is discussed that ways must be identified to create a sense of connect between the industry and institute.
- 7. It was suggested that faculties should help the students in choosing an appropriate project topic applicable in the industry.
- 8. It is mentioned that students must be made aware about the hard facts of the practical world.

Inputs towards Building common platform to share resources between industry and institute

- 1. It is suggested that the institute can have dedicated team to continuously interact with the industry.
- 2. It is suggested institute can provide assistance in performing peripheral activities like IT return filing which happens once in a year
- 3. It is suggested Micro-level planning must be done with activities happen in association with industry.
- 4. It is suggested Students should target small-scale industries in and around Nagpur for projects.
- 5. College can have newsletters which can be shared with industry on quarterly basis or whatever is suitable.
- 6. Institute can help the industry in safety audits, fraud detecting audits etc.
- 7. An online portal and problem bank can be created which can serve as an interface for interaction between industry and institute.
- 8. MOUs can be signed between institute and various other organizations like Butibori industrial area serving various purposes.

Inputs towards framing a Framework to improve quality of Summer Internship for practical orientation of management students

- 1. It is suggested to set objectives for the students before sending them for doing their Summer Internship programme with a company.
- 2. It is also recommended to empower students in such a way that they can ask questions before going for their internship and also during the internship period.
- 3. The necessity of giving more weight-age to summer internship in terms of Marks, Stringent evaluation parameters were discussed.
- 4. The motive of Summer Internship is to make students Job ready. The institute should give emphasis on understanding about the role of student in his/her internship in advance in other way institute must know about student's internship in detail in advance.
- 5. It is also suggested to change the mindset of a student. Students with higher expectations and youtubian world might find it difficult to sustain and survive. So institute must play as an eye opening role for the student. Professors should do expectation management of students. They make them aware about the kind of work he might end up doing.
- 6. Company must understand the interest of a particular student and then assign him a particular task as per his caliber.
- 7. There is a need to understand the role of professors as a mentor. Professors must take examples of real life cases while teaching so that students would be aware about what is happening in outside world.
- 8. The need of having proper orientation programme for the students before joining their internship was recommended.
- 9. For better evaluation of SIPs, an institute can share its formats with the industry so that the evaluation becomes worthy and a proper set of standardized process can be followed by both.
- 10. The need of making notes of everything by the student during his internship programme and also during his college life was highlighted.

Annexures:

Interviewees from Industries

Sr No	Name	Company	Designation
1	T Satish	Infocepts	Head HR
2	Suresh Pandilwar	BILT	Head HR
3	Monika Meghani	Curra.in	Head HR
4	Lt. Commander AnandBaitule		Consultant
5	Prashant Joshi	Manas Group	President
6	Alpana Deshpande	Manas Group	VP HR
7	Shilpi Gupta	Reliance Power	Sr. Manager
8	Indranil Mukherjee	Antelope Corporation	GM Sales
9	Latikavader	Herd Foundation	Head HR
10	DeeplaxmiKhedkar	Jaika Motors	General Manager
11	RavindraBalpande	AMUL	Project Manager
12	MikahAiyab		Consultant
13	Avanti Kshirsagar	ICICI Bank	Manager
14	GulshanSaluja	Health Coco	Director
15	Himanshu Arya	Patanjali Ayurved Ltd. (Maharashtra C&F)	Proprietor
16	RiteshBhagat	Manager	Star Apex News
17	Arjun Unhale	Manager	Star Apex News
18	Amjad Khan	Ceat Tyres	GM HR
19	Amar	Simply Naukri	
20	Pratap Shukla	Simply Naukri	GM

References

- [1] Trauth, E. M., Farwell, D. W., & Lee, D. (1993). The IS expectation gap: Industry expectations versus academic preparation. *Mis Quarterly*, 293-307.
- [2] Radermacher, A., & Walia, G. (2013, March). Gaps between industry expectations and the abilities of graduates. In *Proceeding of the 44th ACM technical symposium on Computer science education* (pp. 525-530). ACM.
- [3] Radermacher, A., Walia, G., & Knudson, D. (2014, May). Investigating the skill gap between graduating students and industry expectations. In *Companion Proceedings of the 36th international conference on software engineering* (pp. 291-300). ACM.
- [4] Jackson, D. (2010). An international profile of industry-relevant competencies and skill gaps in modern graduates. *International Journal of Management Education*, 8(3), 29-58.
- [5] Ahmadi, M., & Brabston, M. (1998). MIS education: Differences in academic practice and business managers expectations. *Journal of Computer Information Systems*, 38(2), 18-25.
- [6] Peacock, N., & Ladkin, A. (2002). Exploring relationships between higher education and industry: A case study of a university and the local tourism industry. *Industry and Higher Education*, 16(6), 393-401.