

## The Impact of Industry-Institute Cooperation on Academic Profession Development in the Arts and Sciences

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### Abstract

It's no secret that most research institutions see cooperation between industry and universities as a top priority. Improved communication between business and academic institutions is urgently needed to accelerate the growth of the arts and sciences. Any nation's economic and social progress are directly tied to the level of its population's education and job skills. While it is true that universities' primary concentration is on research and instruction, businesses tend to place a greater emphasis on practical, applied knowledge since it is more easily translated into economic gain. The problem now is making graduates marketable, or turning their education into marketable talents. The purpose of this article is to determine whether the industry-institute partnership in the four districts of Tamil Nadu has a substantial impact on employability, teaching and learning, research and innovation, knowledge transfer, and institutional change.

**Key words** : Collaboration, employment, research and innovation, entrepreneurship, education, and infrastructure development are all priorities for the Industry Institute.

### 1. Introduction

Cooperation and communication between businesses and academic institutions has always been and will continue to be very important. Both the private sector and academic research institutions stand to lose without this kind of mutually beneficial cooperation and exchange of ideas. Because businesses won't receive what they anticipate and educational institutions won't be able to provide the kinds of courses that are in demand. Skills, placements, entrepreneurship, research and innovation, and transformation will all benefit from and be influenced by these ongoing partnerships. The degree to which business and academic institutions interact is at a crossroads in today's quickly evolving world. When businesses and universities work together, everyone wins. These partnerships allow for the dissemination of cutting-edge information in all disciplines. The student gains the most from this mutually beneficial partnership. When the industry is involved in the development of curricula, the educational institution is able to provide students a view of the practical elements of their studies, better preparing them for their future careers. The curriculum and its real-world applications will benefit greatly from heavy industrial input into educational pedagogy. Mentorship programs in the business may help students get a more well-rounded understanding of their field of study. Consequently, the Industry Institute Collaboration affords a stage for showcasing best practices, offering fresh courses that may be highly relevant to the demands of the industry, gaining industry experience, and exploring the viability of curriculum creation. There is a chance for students to acquire important exposure to industries

and make well-informed career selections if instructors and the sector work together to enhance the teaching and learning process. This partnership helps new company owners from the start, which increases the number of innovative ideas and long-term successful companies. There can be no doubt that this helps a country prosper economically and socially. The hotel sector is only one of several that seems tailor-made for a partnership with the sector Institute. The institution benefits from students' exposure to market trends and innovations, while businesses get access to a pool of talent they can shape to meet their unique needs. The most significant aspect is that students get to experience real-world operations in the workplace.

## **2. Factors contributing Industry Institute Collaboration**

According to Thang Quyet NGUYEN\* and Hoa Thi Thu NGUYEN (2020), the authors have looked at various factors that are affecting the industry institute collaboration for effectively filling the gap between education and employment. The factors are organization, contextual, cooperative, process and benefit.

### **2.1 Organizational Factors**

Organizational factors are related to its organizational structure also it depends whether the collaboration is formal or informal and if intended for a long or short term. The organizational factor includes financial resources, human resources, infrastructure, skills, trust and reputation of the partner. These would help in implementing and gaining to have a positive impact on the benefits of the collaboration (Abbasnejad et al 2011 and Cederholm, 2015).

### **2.2 Contextual Factors**

According to Cederholm (2015), contextual factors are essential for the success of the links between business and university. According to the author, he said that the contextual factors may focus on the geographical proximity and choosing the right partners for effective collaboration. To ensure the effectiveness, both the parties have common goals and work together to achieve their goals to increase competitive advantage. The Geographical proximity between institutes and Institutes would be an added advantage and would see higher work efficiency.

### **2.3 Process Factors**

Process factors help and have a positive impact on the training between institutes and industries. The process includes coordinating, taking responsibilities, adoptive environment for training, consistency, and compliance of contracts for the completion of assigned task (Lakpetch and Lorsuwannarat (2012). Both the parties have to identify the needy resources for the process and they should be ready for the supply of missing resources to the assigned duty and responsibilities. Whenever the industry and institute collaboration take place, both have to offer importance to the culture and operational compatibility to execute the agreed task (Lakpetch, 2009).

### **2.4 Cooperation Perspective**

The cooperative perspective factors help the industry and institute can reduce the costs involved in training, which increases productivity and improves service quality (Gawel, 2014 and Daunoraviciute, 2015). This also can change business processes and result in corporate social responsibility training.

## **2.5 Benefit Factors**

According to Raghavan & Towhidnejad, 2006, he states that through Industry Institute collaboration, the industry gains employees without having to hire them directly. The students who work in the internships and projects get industry exposure and are trained by the industry experts which might help them in developing their potential and become full time employees thus improving the placements for the Institutes. Also this exercise will help the industry to save their training time and cost. Through this, the students are becoming the revenue generator to the industry from the day one onwards with good potential and domain exposure.

## **3. Literature support**

According to **Leydesdorff, (2019)**, he identified that the industry institute collaboration plays three major roles of universities within an innovation system. First, they undertake a general process of scientific research and thereby affect the technological frontier of industry over the long run. Secondly, they partly produce knowledge which is directly applicable to industrial production. Thirdly, universities provide major inputs for industrial innovation processes in terms of human capital, either through the education of graduates, who become industry researchers or through personnel mobility from universities. Issues of digitalization and the pace of technological progress are vital societal challenges, especially the use of information technology throughout all sectors of society, and this needs to be recognized in university-society collaboration.

According to **Abhijeet Pandurang Khondeet et al (2014)**, results found that industry institute collaboration has significant influence on the factors research & innovation, teaching & learning, employability and knowledge transfer among the engineering institutes in pune region. Collaboration with industries created real learning experience for student while they were working on industrial problems to provide solutions innovatively. The authors were carried out the objective of industry institute collaboration has significant influence on research and innovation in engineering, has significant influence on teaching and has significant influence on employability, has significant influence on knowledge and Identify the most significant method of knowledge transfer between industry and institute.

Collaboration opens the door to the teaching, learning and employability opportunities with Industry. The partnership with industry has increased the student motivations for learning. Partnership has increased awareness of desired employability skills; faculties understood the expectations of industry in workforce development. Collaboration provided better corporate image and recognition in technical industry (**Richard Bukaliy, 2013**). **Haydn Belfield, (2012)**, the collaboration was helpful for students to gain practical experience and learnt to work through group task. Industry institute collaboration has created real world learning for students. The partnership developed the skills which were required by industrial standard. Industry has developed partnership aimed at modernizing teaching and learning process. Partnership with industry using cross disciplinary team was ground breaking approach to transform teaching and learning process.

**Influence of Industry Institute Collaboration on Research & Innovation: According to (Albert Banal-Estanol,2010)** the educational institute who don't have interaction with industry at all seems to produce less number of research papers compares to those institute who have collaboration with industry. The institute with moderate level of collaboration with industry produced more research papers than institutes which has very high level of industry interaction. Thus, adequate interaction with industry is valuable, which enables knowledge transfer, speedup inventions and increases research productivity academic institutes. The important sources of

knowledge transfer process were contract research, technical service & consultancy and conferences.

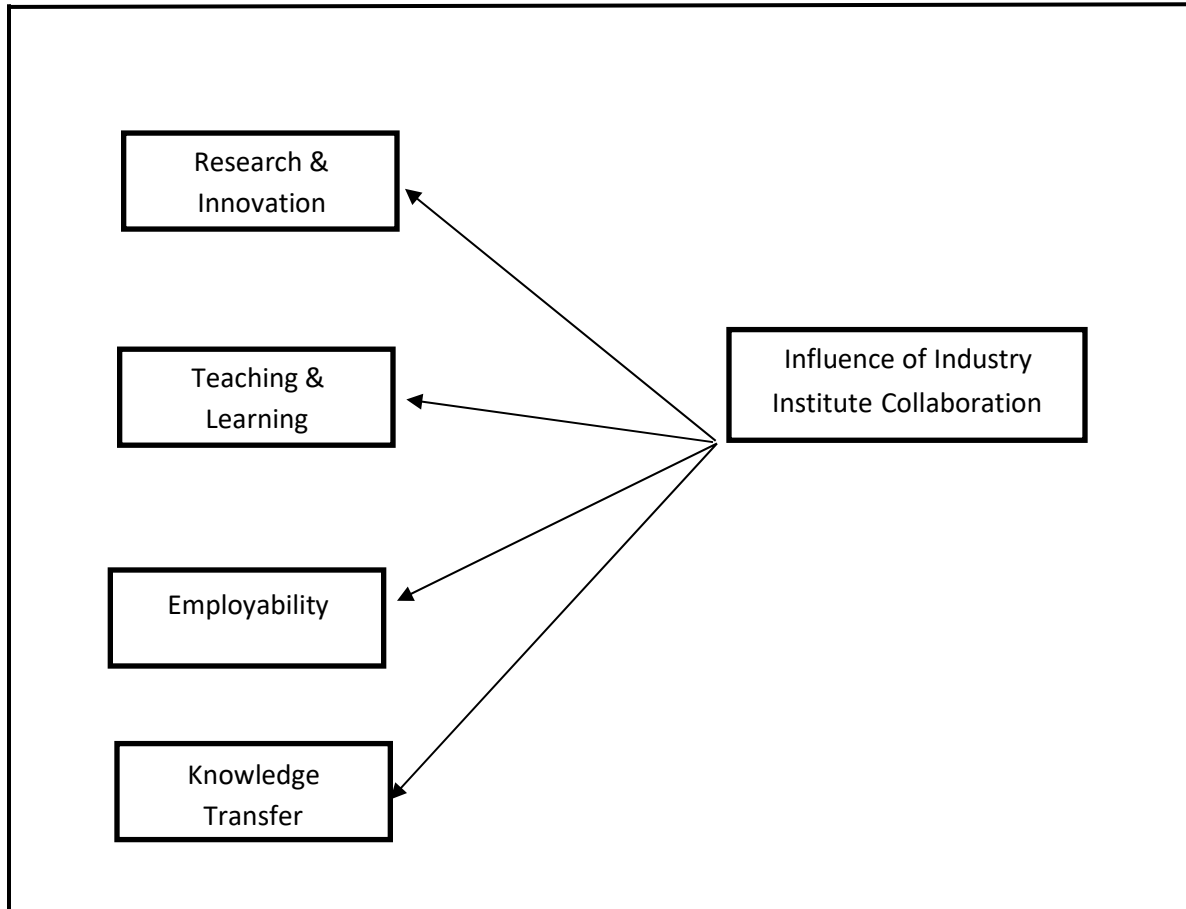
**Sherwood et al. (2004)** have argued that universities offer extensive access to a wide variety of research expertise and research infrastructure while industry offers extensive access to a wide range of expertise in product development, commercialization, and market knowledge and employment opportunities for university graduates. This is possible only by means of collaboration. According to **Schartinger et al. (2002)**, University can play crucial role on the innovation of knowledge-based societies through forming direct links with industry to maximize “capitalization of knowledge”.

#### **4. Motivation of Research Work**

Linking Education with the industry has been amongst the important educational innovations that is taking place in the country. While most of the recruitment for the industries happens from the Institutions and there is a dependency on each other with the Institutions educating the graduates and the industry providing employment, it is imperative to explore avenues for improving collaboration between these partners in national development. Additionally, there can be no doubt that we cannot have an active innovative technology without the continuous stimulation provided by research, whether basic or applied. Since the universities are traditionally the place for most research, and industry necessarily the place for most technology, what is called for is enhanced collaboration between the institute and industry. It is also very important to study whether these collaborations are useful in providing benefits to institutes and students in the areas of placement, employability skills, research, and innovation, improving the teaching methodology through faculty and student development programs and knowledge transfer between industry and institute. There is no doubt that we cannot have an active innovative technology without the continuous simulation provided by research, whether it is basic or applied. The Institutes/Universities are the traditionally the place for most of the research, and industry for innovating technology and this calls for an enhanced collaboration between the institute and the industry. It is important to study, what are all the significant influence on the collaboration between industry and institute for its career growth. Especially, maximum past study is not supporting in the case of Arts and Science stream industry institute collaboration for its development. There are four times higher number of students are pursuing Arts and Science stream than the Engineering and other discipline. So, the proposed study is placed in the position of importance to carry the research in the Arts and Science stream Universities and Colleges. The right and legal collaborations benefits the institutes and students in placements, skill development, research and innovation, improving the pedagogy of teaching through faculty development programs, exposure to students through industria l visits, skill development programs, internships and knowledge transfer between industry and institute.

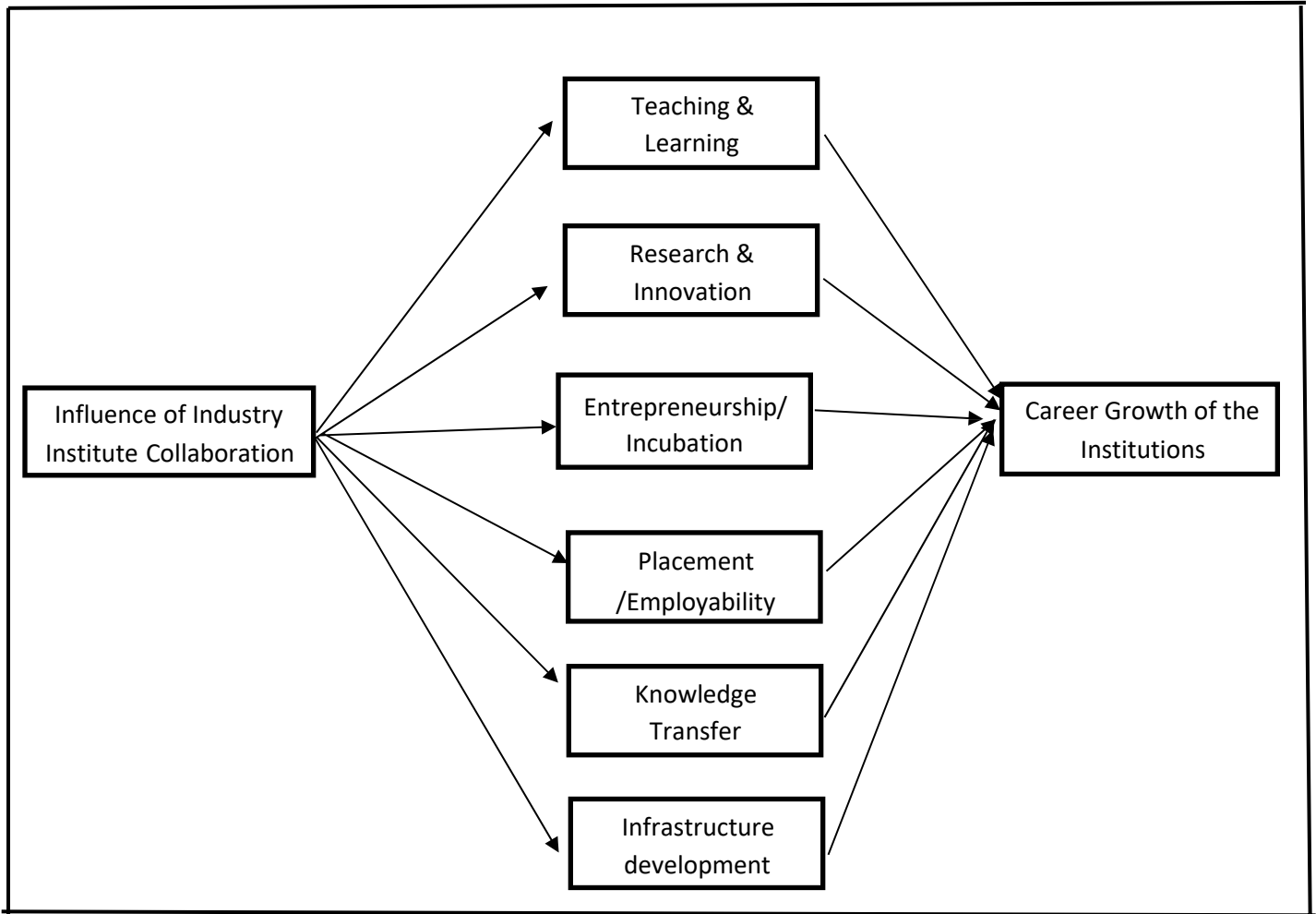
## 5. Conceptual Framework for the proposed research:

A conceptual model on influence of industry institute collaboration was derived from Abhijeet Pandurang (2014) and it includes four variables such as research and innovation, teaching and learning, employability and knowledge transfer.



**Conceptual frame work of Abhijeet Pandurang Khondeet et al (2014)**

From the support of past literature, the existing conceptual frame work has to include the two more new variables for better result and in understanding the significant benefit and influence of industry institute collaboration for the institutions career growth. These two variables are Entrepreneurship/ Incubation and infrastructure development.



### Proposed conceptual frame work for the study

#### 6. Conclusion

This study draws on previously published works to discuss the many upsides and substantial impact of industry-Institute cooperation. The same methodology will be used to compile the questionnaires and gather information from the centers of artistic and scientific study. The information gathered will be analyzed to provide results and fulfill other research needs. The findings of the proposed research will be useful for advancing both the industry and the institution.

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