

# Review Article On Bridging Gap Between Academics And Industries

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**Abstract—** We all know that Academics are the base for Industry, the first step for development of better human resource is academics. But in India there is a gap between Academics and Industries and to highlight this gap this research paper includes unbalanced expectations of industry as well as of students who had completed the educational degree. Through this Research paper I had tried to provide solution to minimize gap and with the help of development of Academics and then after Industries can be accelerated. This article provides important seed of knowledge and is very useful for Educational institute, corporate world as well as to new researchers.

**Keywords—** Academics, Industries, Unbalanced Expectations, Educational Degree

## I. INTRODUCTION

In today's world Human asset is given more importance rather than any other assets. There is a problem while we recruit fresher in any industry, if we recruit from college then the candidate has enough knowledge of books but..... And every graduate college student has high expectations because of educational degree, but in India the degree is considered as hall ticket to sit and give an interview. There is gap between education academics and industry expectations. So there is problem of Mis-match between industry expectations and fresher.

## II. CHALLENGES FACED IN INDIAN EDUCATION SYSTEM

India is a developing country and still our educational system is exam oriented rather than it should be more excellence oriented. In India the students have to study from the given streams and if he completes the school he/she will grab college for shake of degree rather than knowledge. Indian students are studying just to crack the exam but the practical applicability of that knowledge is not developed.

## III. CHALLENGES FACED IN INDUSTRY SECTOR IN INDIA

Every organization requires skilled, talented and efficient employees to make their organization Profitable. This employees are somewhat selected on the basic criteria of Educational degree. And then they seek the employees from college campus or by other ways.

Quote – “if your company needs to climb a tree, than what would you prefer..?”

Hire a squirrel or train a horse...?”

So the industries hire them and due to many reasons the efficiency of industry goes down. And it will affect to other

eligible candidates as in form of unemployment in India. And the selected candidates are not satisfied by work methodology so employee turnover (job churning ratio) goes up.

## IV. WHERE IS THE GAP ?

Education methodology in India, which is not giving importance to professional courses and it is more theoretical rather practical approaches, whereas industry expects more than educational degree, that is [Knowledge, Attitude and Skills]. Apart from degree soft skills such as emotional quotient, intellectual quotient, & spiritual Ethics are also tested. This is not taught at any colleges in India.

Even from industrial sector, they recruit peoples from colleges and other sources but the just expect that a graduate person is hired than candidate would have some work knowledge but he/she had just theoretical knowledge and they had never been taught how to use that knowledge practically.

So actually there is unrealistic expectations from both that is Industries expects that educate candidate should be aware of prevailing marketing situations and they try to minimize training expenses on inductions and all. On the other side Candidates think degree is fair enough to get the white collar jobs.

## V. SUGGESTIONS

- 1) Education system should now follow new trends of professional courses which should balance practical knowledge with theoretical knowledge.
- 2) Industries should refine their recruitment process and should satisfy the criteria's that should make candidate as best live resource.
- 3) Students should develop soft skills (communication skills, leadership skills and other skills).
- 4) Major part of academics should be based on Practical education from industry experts.
- 5) Selection Criteria of industries should be taught in college campus for basic interviews
- 6) More importance on case study methodology should be given, so they can grasp the prevailing situations inside the industries.
- 7) Basic academic knowledge should be provided with industries viewpoint.

Today there is trend of online shopping has become a trend and even small kids know online shopping where as it is good trend too.

Every Buyer expects best quality products and after sales service as required so there is Mis-Match of expectations of customers and products and so it is switching over to other products.

## VI. CONCLUSION

So we had seen that there are more gaps of expectations from industries. They expect that well trained employee is hired from academic campus and by doing so they can reduce training expenses.

And all candidates expect that degree is enough to grab the job and make future bright. And due to unrealistic expectations there is gap which does not give the chance to eligible candidates and frequent problem of job churning will be there.

