



## Industry – University Interface: Perceptions of the Respondents

DR. K. Kanaka Raju, Assistant Professor, Department of Management Studies,  
Andhra University Campus, Tadepalligudem.

### **Abstract**

*This paper exhibits the issues of industry – institute interface. The data collected from the 150 respondents with the help of the structured questionnaire, and the secondary data collected from the existing published material. The study found that 4/5<sup>th</sup> of respondents agreed that interaction of students with industry increased placement opportunities, and they imbibe corporate culture and norms followed by the different organizations and facilities the strategic planning and strategy execution helping them to active their growth plans through enhancements at the organizational, operational and individual levels. The study also found that the majority of the respondents agreed that the interface helped in issues related to innovation, relevance, economic and competitiveness, effectiveness, financial momentum and sustainability, along with the vocational self concept, acquire job relevant skills etc. The study also observed that, interface was also used to application of principle of management, key differentiator information technology understanding of business models, transfer of knowledge, getting strategic advice, identifying new opportunities, assimilation of body of knowledge, exposure to the real corporate environment and for actionable strategic directions.*

**Key words:** Strategic planning, management, sustainability, execution

### **Introduction:**

Industry Interface is a decisive differentiator for a communication management institution. Compounding the conventional methods of industry interaction through guest lectures, certified workshops, seminars, industrial visits etc, some of the educational institutes involves students in real life projects in both rural & urban environments and they registered a

regular presence at industrial undertakings over the past couple of years allowing them to share common space with communication industry leaders and pioneers. Industry weeks' are a regular feature where one-to-one interaction of every student with industry is promoted leading to enhanced learning and increased placement opportunities. Industry – Institute interface meant for overall



developments of the management students. The students are made to interact with the corporate world at frequent intervals so that they can imbibe corporate culture and norms followed there.

**Objectives of the Study:** The study consist of the following objectives.

To interpret and analyze the perceptions of the respondents regarding the various issues of Inter-University interface.

To offer a suitable suggestions to strengthen the existing Industry-Institute Interface.

**Hypothesis of the Study:**

**Hypothesis 1:**

**Null Hypothesis Ho:** Effective Industry interface is a key differentiator Information Technology and is not facilitates the strategic planning and strategy execution,

helping them achieve their growth plans through enhancements at the organizational, operational and individual levels

**Null Hypothesis 2:**

Industry University Interface is meant for completed transfer of knowledge and practices involving market studies, entity-set up, legal counsel and support and it does not remove the barriers for growth and identifying new opportunities through creativity and insight.

**Methodology of the Study:** The data has been collected through the structured questionnaire from the 150 respondents. The secondary data collected through the existing literature through the journals and magazines.

**Techniques :** The SPSS 16.0 version was used to interpret the data and applied the following techniques, t-test, Mean and Standard Deviation.

**Section A: Personal Back Ground of the Respondents**

**Table1: Gender \* Age Crosstabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
Gender	Male	19	23	22	11	75
	Female	18	22	20	15	75
Total		37	45	42	26	150

**Table 1:** It makes it clear that equal number of male and female respondents were selected for this study. The majority of the respondents from both male and female represented from the age group of 30-40 years.



**Table 2 Income \* Age Cross tabulation**

Count	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Income Below 10000	0	2	0	0	2
10000-20000	9	8	14	3	34
20000-30000	17	16	11	13	57
30000-40000	7	14	12	7	40
40000-50000	4	5	5	3	17
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 2:** The above table makes it clear that 57 respondents represented from the income group of 20,000-30,000, it was followed by 30,000-40,000 with 40 respondents. Hence, it can be concluded that the majority of the respondents represented from the 20,000-30,000 income group.

**Table 3. Educational Qualifications \* Age Crosstabulation**

Educational Qualifications	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Degree	8	16	14	8	46
Post Graduation	14	14	15	10	53
PHD	11	11	4	5	31
CA/ICWA	4	4	9	3	
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 3:** The above table indicates that about to 1/3<sup>rd</sup> of respondents possess the post graduation as well as graduation and 1/5 the of respondents possess the CA/ICWA.



**Table 4. Interaction of Every Student with Industry Is Promoted Leading to Enhanced Learning And Increased Placement Opportunities \* Age Crosstabulation**

Count		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
Interaction of every student with industry is promoted leading to enhanced learning and increased placement opportunities	Strongly agree	29	36	34	22	121
	Agree	8	9	8	4	29
Total		37	45	42	26	150

**Table 4:** The above table witnessed that 4/5<sup>th</sup> of respondents strongly agreed that, the interaction of every student with industry is promoted to enhanced learning and increased placement opportunities and remaining 1/5<sup>th</sup> of respondents also agreed regarding this issue. Hence, it can be conclude that the 100 percent of the respondents regarding the above issue.

**Table5: Students can imbibe corporate culture and norms followed there.**

**\* Age Cross tabulation**

Count		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
Students can imbibe corporate culture and norms followed there.	Agree	31	35	33	20	119
	Neutral	6	10	9	6	31
Total		37	45	42	26	150

**Table 5:** About 80 percent of the respondents agreed that industry institute interface facilitated the students to imbibe corporate culture and norms followed with in the organizations. Remaining 20 percent of respondents remain neutral regarding this statement.



**Table 6: Helps In Understanding Application of Principle of Management in Minds of Students \* Age Crosstabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
Helps in understanding application of principle of management in minds of students	Strongly agree	4	5	5	4	18
	Agree	30	35	31	18	114
	Neautral	3	5	6	4	18
Total		37	45	42	26	150

**Table 6:** About 92 percent of the respondents agreed that industry/institute interface helped in understanding application of principle of management in minds of students. The remaining respondents did not express any consent regarding this issue.

**Table 7: Effective Industry Interface is a Key Differentiator Information Technology**

**\* Age Crosstabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
Effective Industry interface is a key differentiator Information Technology	Strongly agree	3	5	4	3	15
	Agree	26	31	29	16	102
	Neautral	2	2	2	2	8
	Disagree	6	7	7	5	25
Total		37	45	42	26	150

**Table 7:** The majority of the respondents (little more than 66 percent) agreed that effective industry interface was a key differentiator information technology and little more than 16 percent of the respondents disagreed regarding this issue.



**Table 8. Strategic Planning and Strategy Execution, Growth Plans through Enhancements at the Organizational, Operational and Individual Levels. \* Age cross tabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
It facilitates the strategic planning and strategy execution, helping them achieve their growth plans through enhancements at the organizational, operational and individual levels.	Agree	26	34	30	20	110
	Neutral	11	11	12	6	40
Total		37	45	42	26	150

**Table 9. It Facilitates the Human Force Management \* Age Crosstabulation**

		AGE				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
It facilitates the human force management	Agree	9	8	8	8	33
	Neutral	1	1	1	1	4
	Disagree	18	23	24	10	75
	Strongly Disagree	9	13	9	7	38
Total		37	45	42	26	150

**Table 9:** The table 9 discloses that the 50 percent of the respondents did not agree regarding the application of industry institute interface in the human force management, and little more than 36 percent of the respondents strongly disagreed regarding this issues and a few percentage of respondents agreed regarding this issue.



**Table 10. Innovation, Relevance, Economic Competitiveness \* Age Cross tabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
It helps issues related to innovation ,relevance, economic competitiveness	Strongly agree	1	3	1	1	6
	Agree	32	36	38	23	129
	Neutral	2	1	0	0	3
	Disagree	2	4	3	2	11
	42	0	1	0	0	1
Total		37	45	42	26	150

**Table 10:** This table witnessed that most of the respondents (90 percent) agreed that the industry-institute interface helped in issues related to innovation, relevance, economic and competitiveness. The rest of the respondents neutral and disagreed regarding this issue.

**Table 11. Effectiveness, Financial Momentum and Sustainability**

**\* Age Cross tabulation**

		Age				Total
		20-30 Years	30-40 Years	40-50 Years	50-60 years	
It facilitates effectiveness, Financial momentum and sustainability	Agree	28	32	33	19	112
	Neutral	2	3	1	1	7
	Disagree	7	10	8	6	31
Total		37	45	42	26	150

**Table 11:** The majority of the respondents ( a little more than 72 percent of the respondents agreed that, industry-institute interface facilitated effectiveness, financial momentum and sustainability, about 20 percent of the respondents disagreed regarding this opinion.

**Table 12. Understanding of their business models \* Age Crosstabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Strongly agree	0	1	0	0	1
Agree	18	20	24	12	74
Neutral	3	5	3	2	13
Disagree	13	17	14	12	56
Strongly Disagree	3	2	1	0	6
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 12:** The above table reveals that only 50 percent of the respondents agreed that industry-institute interface facilitated the understanding of their business models. and 33 percent of the respondents disagreed regarding this issue.

**Table 13. Transfer of Knowledge And Practices Involving Market Studies, Entity-Set Up, Legal Counsel And Support \* Age Cross tabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Strongly agree	7	12	10	8	37
Agree	19	22	25	14	80
Disagree	11	11	7	4	33
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 13** It is meant for completed transfer of knowledge and practices involving market studies, entity-set up, legal counsel and support: The above table makes it clear that about to 80 percent of respondents agreed that interface was meant for completed transfer of knowledge and practices involving market studies, entity setup, legal counsel and support. The rest of the respondents disagreed regarding this issue.





**Table 14. Remove the Barriers for Growth and Identifying New Opportunities through Creativity and Insight. \* Age Cross tabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Agree	25	28	25	14	92
Neutral	7	11	10	8	36
Disagree	5	6	7	4	22
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 14**, remove the barriers for growth and identifying new opportunities through creativity and insight.: The above table witnessed that 60 percent of the respondents agreed that interface was helped in remove the barriers for growth and indentifying new opportunities through creativity and insight, and rest of the 40 percent of the respondents represented from the neutral and disagree positions.

**Table 15. It is Assured that for Getting Strategic Advice that would be Sustainable for their Long term Growth. \* Age crosstabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Strongly agree	6	4	1	1	12
Agree	24	29	29	17	99
Neutral	5	7	7	4	23
Disagree	2	5	5	4	16
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 15:** The above table makes it clear that a little more than 72 percent of the respondents agreed that interface was assured that for getting strategic advice that would be sustainable for their long term growth. The rest of the respondents neutral and disagreed regarding this issue.



**Table 16. It Remains Focused On Creating and Delivering Enhanced Value to their Organization \* Age Cross tabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Agree	19	20	20	9	68
Nueatral	14	20	17	14	65
Disagree	4	5	5	3	17
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 16:** The above table discloses that the about to 46 percent of the respondents agreed that the interface was focused on creating and delivering enhanced value to their organization and rest of the respondents represented from the neutral and disagree.

**Table 17: Body of Knowledge and Its Application in Live Situations Contribute Industry Worthiness and Deployment Readiness of the Students. \* Age Cross tabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Strongly agree	7	10	12	8	37
Agree	16	18	15	6	55
Nueatral	4	2	0	0	6
Disagree	6	9	11	8	34
Strongly Disagree	4	6	4	4	18
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 17 explains** The assimilation of body of knowledge and its application in live situations contribute industry worthiness and deployment readiness of the students. The above table discloses that 60 percent of the respondents agreed that the interface was facilitated to assimilation of body of knowledge and its application in live situations contribute industry worthiness and deployment readiness of the students and the rest of the respondents did not agreed regarding this issue.



**Table 18: The Industry Interface Projects Create A High Degree of Exposure to The Real Corporate Environment \* Age Crosstabulation**

	Age				Total
	20-30 Years	30-40 Years	40-50 Years	50-60 years	
Agree	23	29	26	19	97
Disagree	11	12	12	7	42
Strongly Disagree	3	4	4	0	11
<b>Total</b>	<b>37</b>	<b>45</b>	<b>42</b>	<b>26</b>	<b>150</b>

**Table 18 shows** the industry interface projects create a high degree of exposure to the real corporate environment. The above table makes it clear that the most of the respondents ( a little more than 93 percent) agreed that the industry – institute interface projects created a high degree of exposure to the real corporate environment and rest of the respondents represented from the disagreed and strongly disagreed.

Table 19.Null Hypothesis Ho: Effective Industry interface is a key differentiator Information Technology and is not facilitates the strategic planning and strategy execution, helping them achieve their growth plans through enhancements at the organizational, operational and individual levels

**Table:** Effective Industry interface is a key differentiator Information

	Effective Industry interface is a key differentiator Information Technology				Total
	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	
Agree	15	71	0	24	110
Neutral	0	31	8	1	40
	15	102	8	25	150
Pearson Chi-Square 37.747df: 3Asymp. Sig. (2-sided) :0.000					

Analysis: The proposed null hypothesis is not accepted, where Chi-Square value was 37.747, df: 3,  $p=0.00$ . Hence, it can be concluded that Effective Industry interface is a key differentiator Information Technology and facilitates the strategic



planning and strategy execution, helping them achieve their growth plans through enhancements at the organizational, operational and individual levels

**Hypothesis 2:** Industry University Interface is meant for completed transfer of knowledge and practices involving market studies, entity-set up, legal counsel and support and it does not remove the barriers for growth and identifying new opportunities through creativity and insight.

**Table 20: Remove the barriers for growth and identifying new opportunities**

	Remove the barriers for growth and identifying new opportunities through creativity and insight.			Total
	Agree	Neutral	Disagree	
Strongly agree	19	18	0	37
Agree	40	18	22	80
Disagree	33	0	0	33
Total	92	36	22	150

**Pearson Chi-Square 46.932 df: 4 Asymp. Sig. (2-sided) :0.000**

Analysis: The proposed hypothesis is not accepted where (Pearson-Chi-Square 46.932,df:4 p=0.00). Hence, it can be concluded that Industry University Interface is meant for completed transfer of knowledge and practices involving market studies, entity-set up, legal counsel and support and remove the barriers for growth and identifying new opportunities through creativity and insight.

#### Findings of the study:

About 4/5<sup>th</sup> of respondents strongly agreed and rest of the respondents 1/5<sup>th</sup> agreed that interaction of every student with industry is promoted leading to enhanced learning and increased placement opportunities. 4/5<sup>th</sup> of respondents agreed that students were able to imbibe corporate culture and norms followed by the different organizations. About 50 percent of the

respondents did not agree regarding the application of Industry-institute interface in the human force management. The most of the respondents (90 percent) agreed that the industry-institute interface helped in issues related to innovation, relevance, economic and competitiveness. The majority of the respondents agreed that, industry-institute interface facilitated effectiveness, financial momentum and sustainability. The study found that



(1/2) half of the respondents agreed that industry-institute interface facilitated the understanding of their business models. The study found that 4/5<sup>th</sup> of the respondents agreed that interface was meant for complete transfer of knowledge and practices involving market studies, entity setup, legal counsel and support.

The study observed that 60 percent of the respondents agreed that interface was helped in remove the barriers for growth and identifying new opportunities through creativity and insight. The study identified that a little more than 72 percent of the respondents agreed that interface was assured that for getting strategic advice that would be sustained for their long term growth. The study familiarized with only 46 percent of the respondents agreed that the interface was focused on creating and delivering enhanced value to their organization.

The study pointed out that 60 percent of the respondents agreed that the interface was facilitated to assimilation of body of knowledge and its application in live situations contribute industry worthiness and deployment readiness of the students. The study found that the most of the respondents agreed that industry institute interface projects crated a high degree of exposure to the real corporate environment. The study observed that about 56 percent of the respondents agreed that interface was useful to students to create level reports providing actionable strategic directions for an organization, boosting their

confidence in identifying and resolving problems in unstructured and real life situations. The study found that only 45 percent of respondents agreed that interface was facilitated vocational self concept, acquire job relevant skills and provide informed career decision making ability.

**Suggestions and Conclusions:** The industry University or interface useful to nourish the students knowledge and skill which can be import to the industrial organizations, there by an organizations can be able to produce better products with profitability and there by society will be benefited with qualitative and cheaper products. Besides that every institute should start a residential programme for students within the premises of the organization as a part of curriculum. The universities or institutes also employ a one trainer on behalf of it in the leading organizations thereby they can be able to import the practical oriented knowledge to the students.

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