

## ABSTRACT

This study investigates the status, extent and nature and also factors contributing to success/failures of collaboration between university and industry linkages in software sector. Academia and industry can be different in structure, mission, culture, policies, objectives, norms and principles.

The research results indicate that there are very weak linkages between academia and industry of software sector of Jamshoro and Hyderabad. Most of the firm size is small; the numbers of employees are less than 50. Results show lack of trust, communication and appreciations lead towards failure in establishing the links.

In addition, the channels through which universities and industries are to some extent in interaction with each other are through personal links and business links, companies and universities are understand that government is not playing its role in bringing university and industry closer each other. However, government in particular IT ministry of Information Technology has initiated few projects and programs (ICT, R&D funds and PSEB internship) for academia and companies to work together. And the mode of interaction between universities and industries is based on summer trainings, academic exchange of information, literature, data etc, and participation in workshops.

The study shows the motivation to establish this relationship is to train students in industrial environment for future recruitment, to develop curricula according to industrial and market needs and to utilize industrial expertise to enhance graduates skills in order to solve technical problems. But, unfortunately results revealed that due to lack of mutual trust and understanding between both the stakeholders, lack of resources in universities and due to lack of funds, linkages are not being established.

Furthermore, university and industries were asked about proposed mechanism to establish the linkages. Results show universities must include industrial internships, design curricula according to the industrial needs, and improve laboratory facilities and infrastructures of the university, to setup such a mechanism to link universities with industries. Government must propose and plan such policies which help in establishing university and industry linkages.

It is concluded from the results of the study that establishment of university industry linkages are important. Academia must make themselves capable to solve industrial problems by producing proficient graduates who can compete in national and international market. However, by collaborating links, industries may increase business links, enhance human resources and by collaborating both can play a significant role in development of the economic development of Pakistan.