

The purpose of the study was developing an Organizational Model for the Management of University — Industry Linkage in Pakistan. The objectives of the study were to (i) examine the existing situation of University Industry Linkage in Pakistan (ii) investigate factors responsible for the development of University Industry Linkage (iii) identify the strengths and weakness. (iv) develop an organizational model for the management of University Industry Linkage in Pakistan.

A sample of 33 (male 23 and female 10) consisted of Deans and Heads of departments of the universities and representative of Higher Education Commission was taken. It was found that universities and industries have linkages through liaison offices in Higher Education Commission which included R & D activities, training, visiting lectureship and joint efforts for curriculum development and consultancy services. Centralized coordination at national level was found hence, international cooperation was not found among these institutions in Pakistan. The linkages mechanisms include personal contacts, meetings, consultancy services, collaborative training programs, R&D activities, committees, seminars and conferences.

These linkages are affected by many factors such as government policy, management of the university as well as industry, lack of coordination, communication gap, shortage of funds for research, lack of interest of faculty members, lack of R&D activities, lack of required professional, inconsistent investment of industries. The possible areas of cooperation included protection of intellectual property, grants, donations, scholarship, seminars/workshops, career counseling, joint R&D Projects and consultancy services. On the basis of these empirical evidences model for establishing linkages among universities and industries was developed.