



Banaras Hindu University



**INDUSTRY ACADEMIA**

**SUMMIT - 2012**



In Association With:

Placement Coordination Cell &  
Faculty of Management Studies,  
Banaras Hindu University,  
Varanasi, India



## Framework

Rapid advances in the global business environment are changing the landscape of today's workspace which in turn is putting pressure for having highly skilled Human Resources who have the knowledge and competence to make the best use of the resources by continuous innovations. Higher education institutions not only contribute skilled human resources to business, but also in various intangible ways. Students churned out of the relatively static and less dynamic academic system are poorly equipped to meet the fast changing industry requirements and due to this often companies have to drain on their precious resources (time, energy & money) in providing training to new hires. As industries look at academic institutions to mobilize suitable manpower, academic world is feeling the pressure to update its academic system to be in tune with the industries.

Universities and industry, which for long have been operating in separate domains, are rapidly inching closer to each other to create synergies. The constantly changing management paradigms, in response to growing complexity of the business environment, today, have necessitated these two to come closer. A productive interface between academia and industry in the present times of knowledge economy is a critical requirement. Failure to recognize each other's role will reduce the interface between institute and industry; and it can potentially give rise to mismatch between demand and supply of manpower, which, in turn, can cause disruption in the job market. Also, industry-academia collaboration, the world over, is extremely limited and has not been harnessed to its full capacity.

Hence, there is an urgent need to take proactive steps to enhance the employability of Students and make them industry ready. Therefore it is the high time when industry requires to ploughs back its experience into the Academia continuously for re-orienting the teaching pedagogy & program of study to enrich. Deepening of industry-academia interaction will enhance the quality of teaching and research in the universities and production output and processes in the industry.

The Industry Academia summit 2012 a new concept of Industry Academia integration is a joint initiative by the Placement Coordination Cell Banaras Hindu University & Faculty of Management Studies, Banaras Hindu University with a view to focusing on best contemporary industry practices. The summit aims at bringing together Top management professional from industries, Academicians, Researchers & Students of diverse fields together to discuss the dimensions of academia-industry partnership today and exchange ideas, practice & experiences on different aspects of Industry Academia integration.

## Objectives

Against the above background the Summit will focus on the following objectives:

- To delve upon the critical issues in the integration of Industry and Academia.
- To identify potential areas of mutual participation of Industry and Academia giving rise to synergies.
- To assess the Increasing interdependence between academia and industry through innovations.
- To discuss innovative models and options for facilitating the exchange of perspectives between Industry Academia.

To find plausible solutions and benefits to strengthen the Industry -Academia integration and engender the symbiotic Partnership.

## Theme

***Economic Development through Educational Excellence***

## For Whom

- Top Management Professional from Industry.
- Educational policy makers & administrators various Universities, Institutes & Colleges.
- Faculty members and researchers from the diverse fields.
- Students from different disciplines.

## Thematic Clusters

- Industry Academia interface a global Perspective.
- Responsiveness of Academia towards Industrial requirements.
- Critical role of Industry in enriching academic inputs. Integration of Industry and academia - enhancing student employability.
- Alliances and Collaborations between academia and Industry.
- Synthesis of Potential Feasible models & options of Industry & Institute Collaboration

## Date & Venue

**October 12-13, 2012 at K. N.Udupa Auditorium, Banaras Hindu University, Varanasi-221005 (UP), India**

## Awards

There will be awards for the following categories:

- **Award for BEST PAPER/RUNNER UP (INDUSTRY)**
- **Award for BEST PAPER /RUNNER UP (ACADMEDICIAN)**
- **Award for BEST PAPER/RUNNER UP (RESEARCH SCHOLAR/STUDENT)**
- **BEST POSTER PRESENTATION.**

In each Category there will be Two Prizes one will be for **Best Paper** and another will be for **Runner UP.**

## Call for papers

We invite academic scholars, practicing professionals, and management students to participate by sharing their papers on various sub-themes.

### Guidelines for Paper Submission:

- Only original and unpublished work is sought. The contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address (s), telephone/fax numbers and e-mail address(s), title of the paper and up to four key words that describe the paper. The last sheet of the paper should have a brief autobiography of the author(s) in not more than 100 words.
- For preparation of the manuscript, the author(s) are requested to follow APA Citation Style. An electronic version of the manuscript in MS-Word format should be submitted via e-mail and a hard copy of the same should be sent. (All text should be in single space with 1 inch margin on all the sides on (A4) size paper using a font size of 12 in Times Roman).
- Few selected papers would be considered for publication in the form of a book to be published under different themes of the summit on the occasion.

## Key dates

Submission of Abstract: (Word limit 300 words):

**August 13, 2012**

Communication of the acceptance of abstract

**August 14, 2012**

Submission of the full length papers (Word limit 5000 words)

**August 25, 2012**

## Registration:

The registration fee (on non residential basis) is as follows:

Category:	Before 31st July	After 31st July
Indian Nationals:		
a) Institutional	INR 5000	INR 6000
(b) Academician	INR 2500	INR 3000
(c) Research Scholar	INR 1500	INR 2000
Foreign Nationals (SAARC)	USD 50	USD 75
Foreign Nationals	USD 100	USD 120

**Mode of payment:** Registration fee shall be paid through DD in favour of "**The Dean, Faculty of Management Studies, BHU**" payable at **Varanasi (India)** or through electronic transfer at **State Bank of India, Branch Code: 0211, A/c 10654899123**, Bank Swift code No. **SBININBB501**. (A copy of bank transfer details may please be attached with registration form.)

## Accommodation:

Limited accommodation may be arranged for the delegates on request in a Hotel/University Guest House on payment strictly on first come first serve basis. The details of hotels in Varanasi may be viewed on [www.varanasicity.com](http://www.varanasicity.com).

## About Placement Coordination Cell

Our University is imparting education to over 30000 students in different disciplines by conducting professional and other programmes spanning from Visual and Performing Arts to Medical and Engineering. Students of most of the professional programmes of the University viz., engineering graduates from IT, Medical graduates from IMS, Graduates from Institute of Agricultural Sciences, and MBA students from the Faculty of Management Studies are getting placed in the Campus recruitments. Several other programmes like MPMIR, Tourism Management, Journalism Courses, MFC, students from visual and performing arts are also in great demand. The University is one of the best places for employers to find manpower suitable for their specific requirements. They can absorb young enthusiastic graduates who are capable of excelling in their respective fields, if provided with opportunity. The Placement Coordination Cell is facilitation for the students of the University and prospective employers to find their respective targets

## About Banaras Hindu University

Banaras Hindu University ranks among the first few in the country in the field of academic and research output. This university has two campuses sprawling over 4000 acres of land, one which is known as main campus and other the newly established Rajiv Gandhi South Campus at Barkachha, Mirzapur. BHU has 4 Institutes, 16 Faculties, 140 Departments, 4 Advanced Centres and 4 Interdisciplinary Schools. The University is ranked No. 1 among Indian Universities done by recent survey by India Today Nelson survey in 2010. BHU has its mark in the national and international levels in a number of frontier areas of Science, Social Science, Technology, Medicine and Agriculture etc. The University has the proud privilege of imparting education in subject areas ranging from the most ancient subjects of Sanskrit and Ancient History to the most modern ones like Modern Medicine and Nano Technology.

## About Faculty of Management Studies

Faculty of management studies, Banaras Hindu University is among the oldest B-schools in India. Since its inception, FMS, BHU has maintained high quality and produced more than 4000 Management professionals who are currently placed in reputed positions in prestigious organizations across the globe. Knowledge with perfection is the driving motto behind FMS BHU.



### CONTACT DETAILS

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For further details, please visit: [www/bhu.ac.in/bhupcc](http://www/bhu.ac.in/bhupcc)

**JOINT INITIATIVE OF**  
**PLACEMENT COORDINATION CELL & FACULTY OF MANAGEMENT STUDIES,**  
**BANARAS HINDU UNIVERSITY,**  
**VARANASI, INDIA**